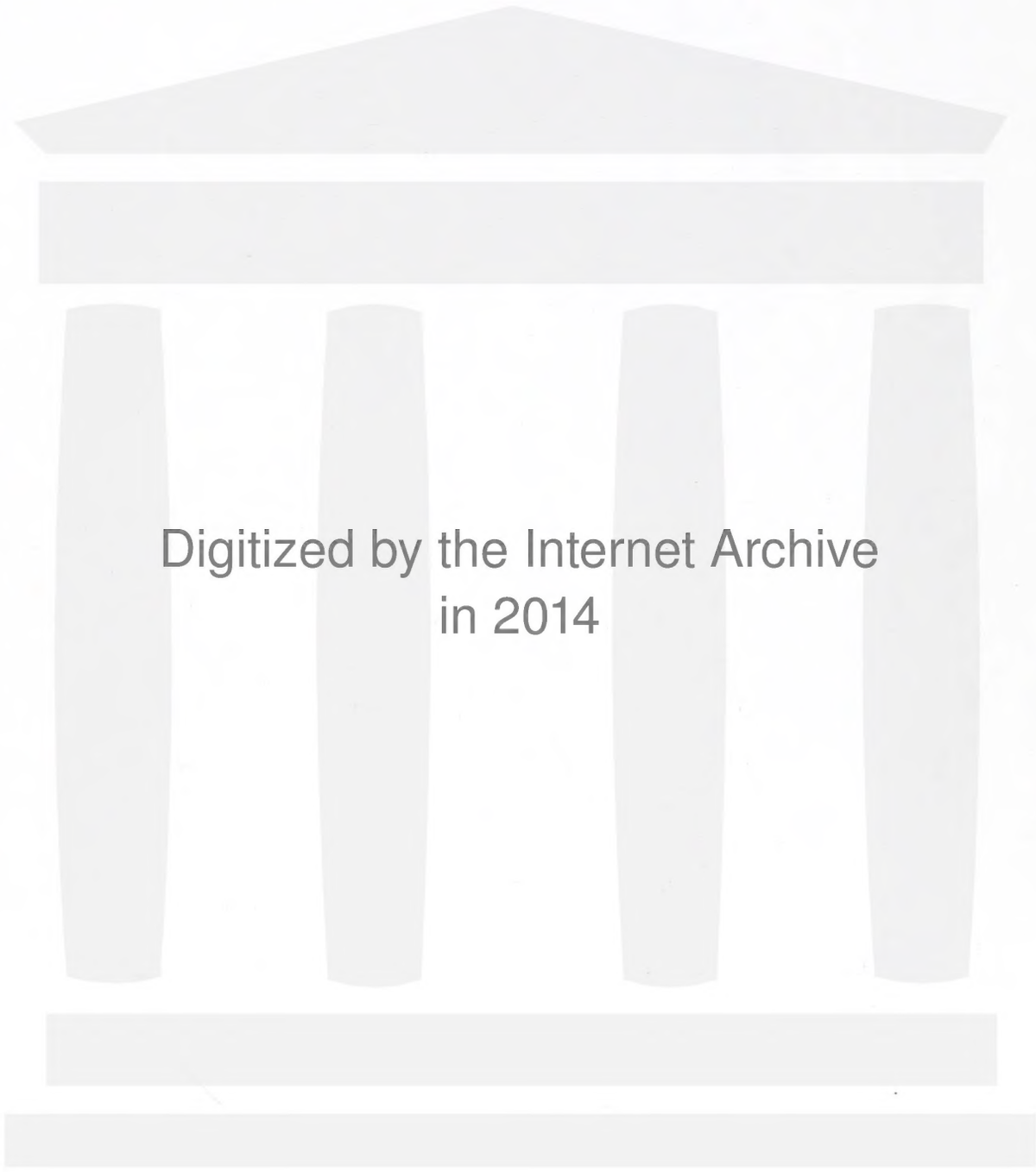


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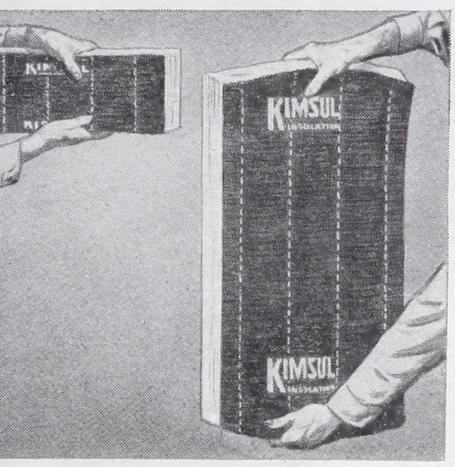


Insulating your attic made your home 10 degrees cooler?

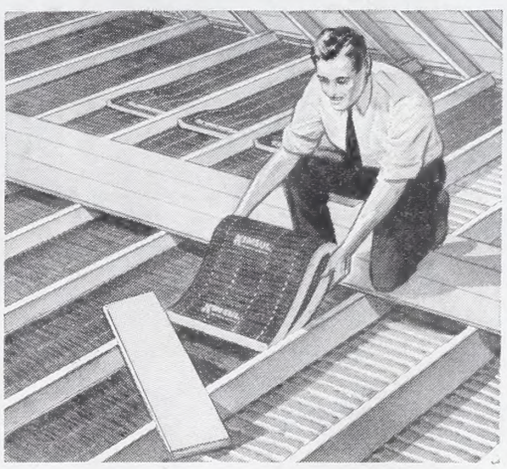
Right, Jim! And installing KIMSUL* was simple as ABC



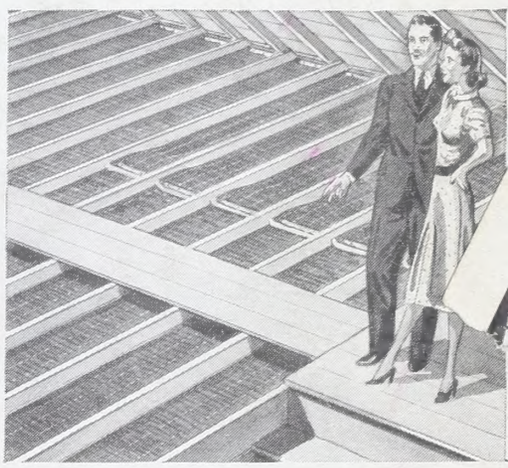
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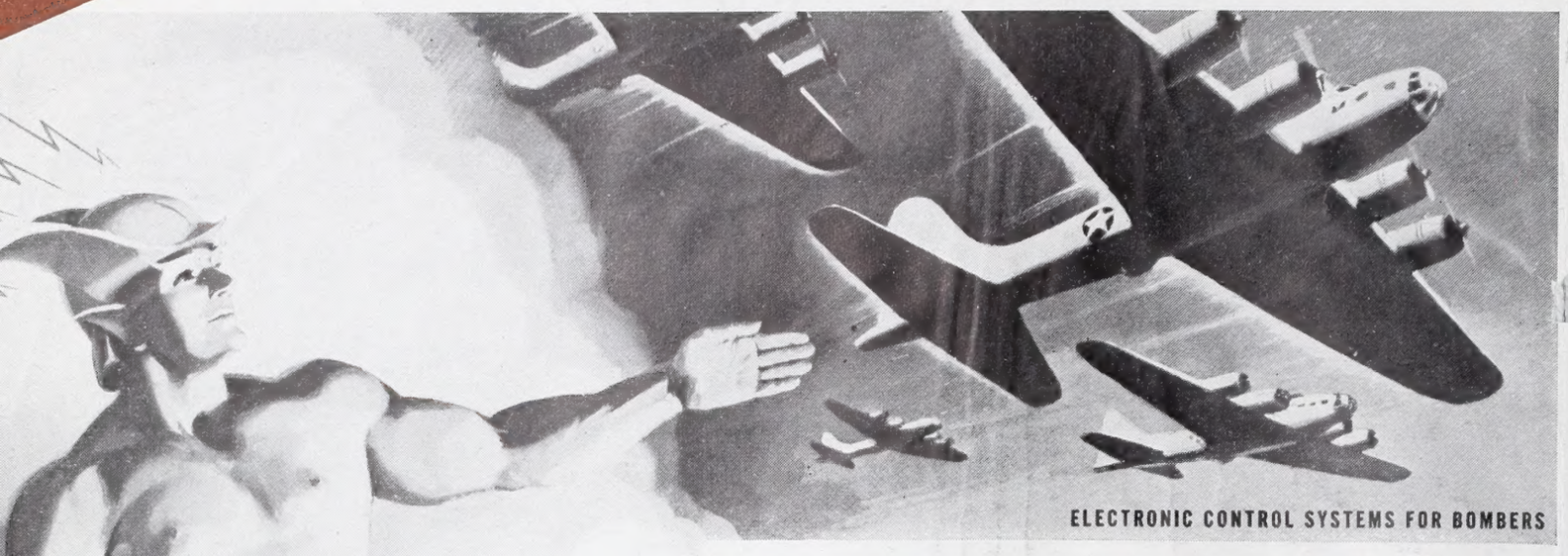
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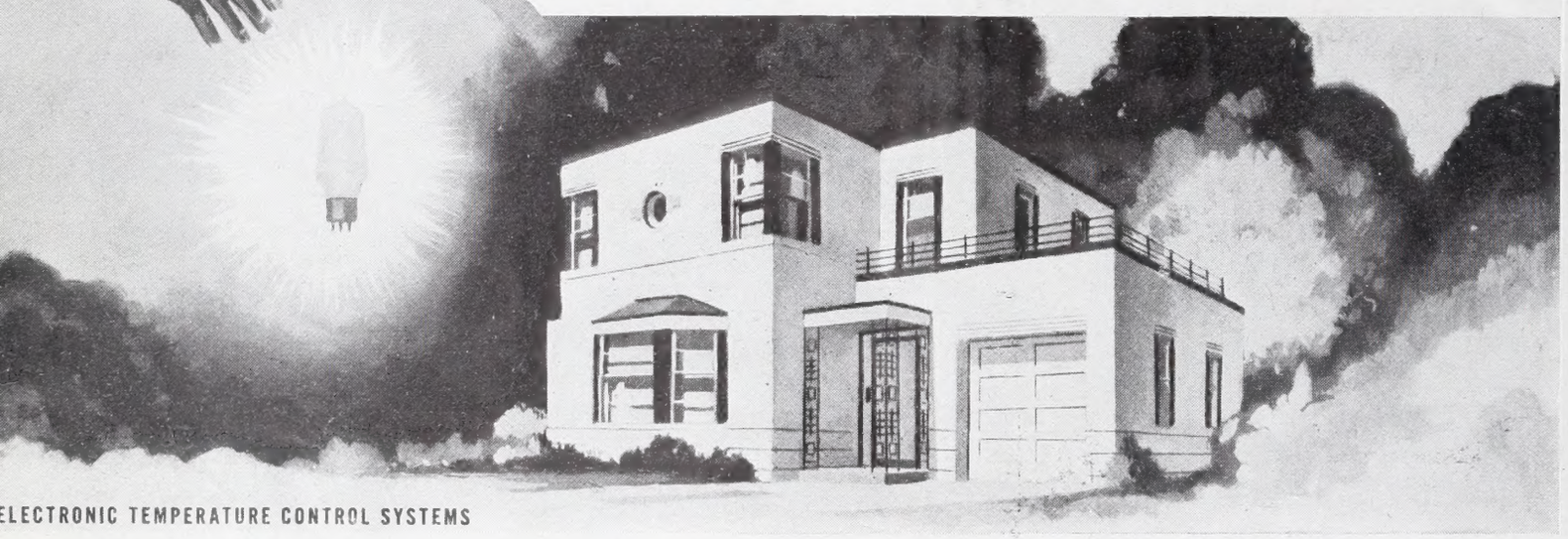
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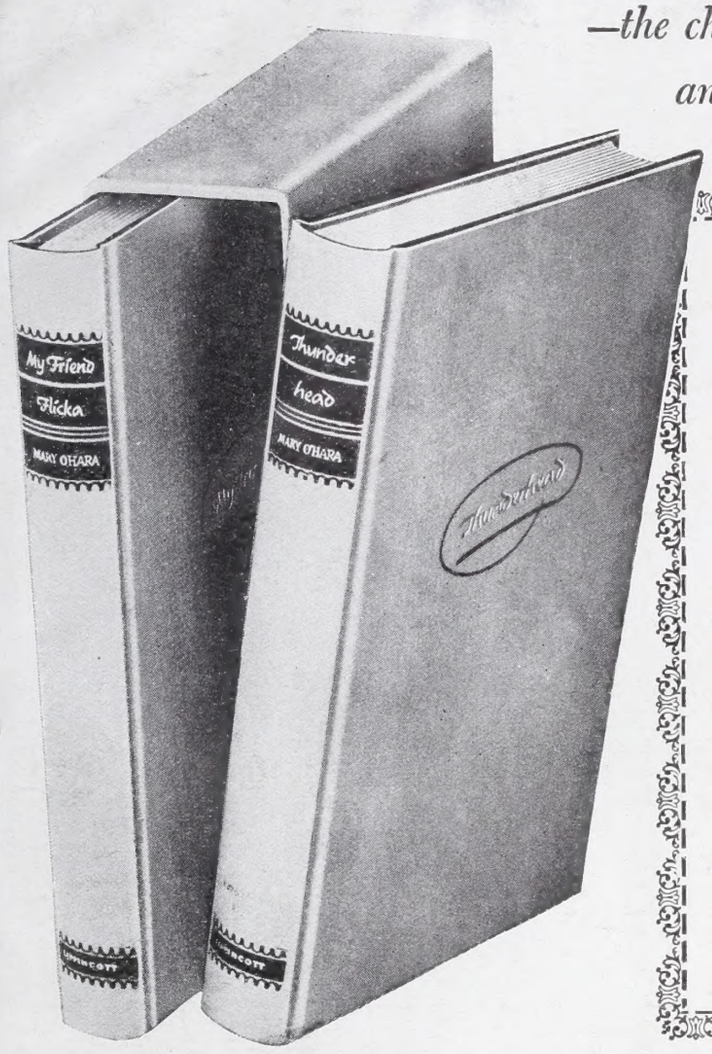
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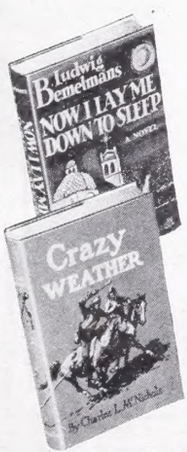
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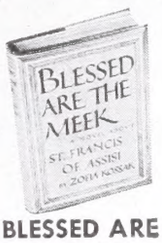
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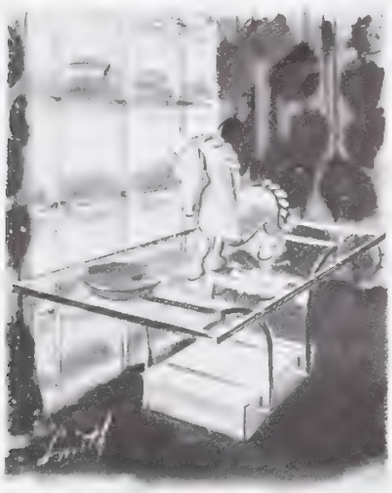
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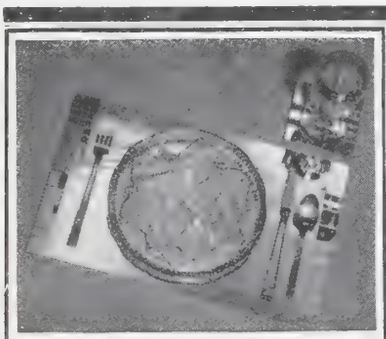


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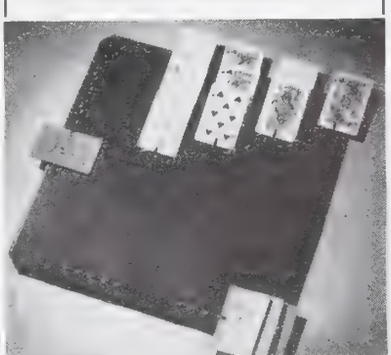
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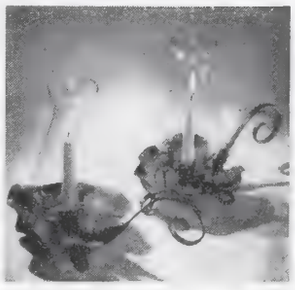


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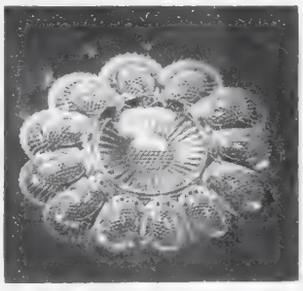
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This handmade, sterling silver book mark on red grosgrain ribbon is a truly personal gift that will reflect your thoughtfulness and good taste. Hand engraved with smart initials, it is a gift to be treasured always.

$3.60 Postpaid including tax

Leonore Doskow

SILVERSMITH

MONTROSE • NEW YORK

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Slip a picture of your child or your soldier husband in the cover frame of this amazing book and keep it just for the picture record of that wonderful person.

Each page holds a 4 x 6 photograph or several snapshots. Assorted colors and gold tooled.

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342 Madison Ave. New York 17, N. Y.

MEXICAN ESPADRILLES
(UN-RATIONED)



HAND WOVEN ixtle fiber soles in vivid colors, with stout cotton uppers. Ideal for slacks and lounge wear. White or blue with Mexican pink soles. White with green, blue or brown with yellow soles.

$2.50 pair (send outline of foot and color desired to dept. HB.)
Sorry, no C. O. D.'s

Fred Leighton's Mexican Imports
15 East 8th. Street New York 3, N.Y.

Special Introductory
HERB SET
12 Different Herbs— **$1.**

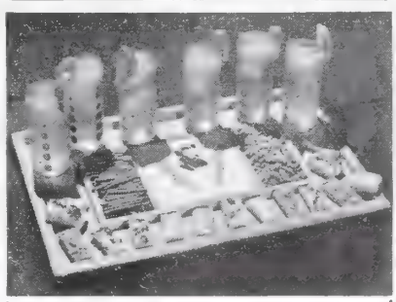


To improve a war-rationed table

Give delicious variety to food despite shortages. Write for this Herb Set—basil, marjoram, mint, omelette, poultry, salad, savoury, mixed, tarragon, thyme, veal, sage, and a *handy chart* for their use.

☐ Enclosed is $1 ☐ Send mine C.O.D.

THE HERB FARM SHOP LTD.
Dept. HB-7, 347 Fifth Ave., New York, N.Y.



Elsie-The-Cow Hostess Tray

It is bleached oak, 13½" x 19", with compartments for cheese, crackers, canapes and room for 6 to 8 highball glasses. Elsie, the cow with "It", is hand decorated on the tile cheese board. Glasses come with design in assorted colors.

Tray $7.50. Six 12-oz. glasses $2.75
Set complete $9.75 postpaid
(Send check or money order)

Exquisite Gift House
One Continental Ave., Forest Hills, N. Y.



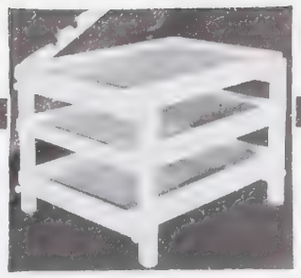
Maple Goodies

Maple products delicious on waffles, toast, puddings, ice cream, in cooking. Not rationed. 7 oz jar pure Vt churned maple sugar with cinnamon; 1 lb jar pure Vt maple butter; 1 lb pail soft maple sugar; 14 oz jug pure maple syrup; ½ lb shelled black walnut meats. 5 items as shown $7.35. 4 items (without nuts) $6.35. 1 lb hard maple sugar $1.50 (not shown). All postpaid in 48 states. No COD's.

The Josselyns

Box 147 Dept. B Dedham, Mass.

NEW! Home Oven Dehydrator



Conserve Now For Winter!



● New, simple, scientific way to conserve food right in your own home . . . a compact dehydrator for use in gas, electric, oil or coal ovens. Made of hardwood, the Monroe Oven Dehydrator is used in partially open oven at low heat . . . has 3 drying trays, fits majority of ovens (11½" high x 14¼" wide x 17½" long). Complete instructions for preparing foods. Easy to assemble . . **$5.95**

(Shipping weight 6½ lbs.)

Hammacher Schlemmer

145 EAST 57TH STREET, NEW YORK 22, N. Y. VOL. 5-4700

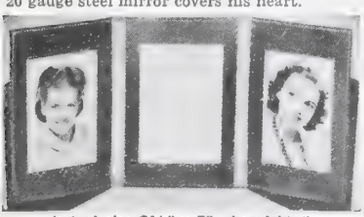
Send him a gift he really wants!



FOTO-MIRO*

Designed by a U. S. Marine Veteran

A beautiful genuine leather photo-frame reinforced with a steel mirror to prevent pictures from being crushed. Designed to fit in all uniform breast pockets. When he carries your pictures in a FOTO-MIRO, the 20 gauge steel mirror covers his heart.



(actual size 3½" x 5" when folded)

Pictures of loved ones are all important to servicemen. That is why you should send him a FOTO-MIRO, a safe place to keep pictures. The steel mirror is one of the serviceman's great needs for shaving and personal care

Packed for shipment overseas without special permission.

Price **$2.00** each.

Deluxe model in fine goatskin leather, 22 karat gold tooled at **$5.00** each. Created by Worthington Fifth Avenue.

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- **1292 B'way**, nr. 34th (McAlpin Hotel), N. Y
- **Commodore Concourse**, Gr. Central Terminal
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* Pat. Pending

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Q. HOWELL

Size is about 22" x 5". Weight about 6 lbs. Comes with 24 inch stake and screws. Artistic effect of the sign is at its best if the name is limited to 8 letters.

A name sign that is shaped like a sculptured slab of polished slate-black stone, with your name formed in beautiful, clear letters that are as white as the whitest translucent marble. The sign is entirely mineral, heavily re-inforced; the raised letters and the sign are one solid piece. Truly the ultimate in conservative quality and craftsmanship.

It will take 10 days to make; work will be started immediately on receipt of your check. The price is $15—regardless of the number of letters.

STONESIGNS SHENOROCK, N. Y.

WINDOW SHOPPING



STOP TRAFFIC with the zaniest and smartest earrings we've seen in ages. One is red, one is green, one says Stop, the other says Go; so have fun confusing your beaux. Wear them with a burnished tan, a white dress, and scarlet lipstick. You will laugh a lot and keep your head in the air to do the spirit of them justice. $2.50 including tax, from Young Books, Inc., 714 Madison Ave., New York City 21.



BABY PRESENT that will make you the favorite auntie of the high-chair king and a whopping success with his mommie. The bowl and mug have a hand-painted design of a little girl or boy and come with his or her first name. $3 the set. The matching plaque makes an enchanting wall decoration for the nursery or a tile for hot plates. $1.50. Add 25¢ west of Miss. Evelyn Reed, 524 Madison Ave., N.Y.C. 22.



STAKE YOUR TRAY. Whatever spot you may pick for your base of operation, this eating or serving tray is the most adaptable we've ever seen. Indoors it stands on its own base; outdoors it just sticks into the ground. Substantially made and finished in wheat straw with dark brown design. Set of 3 trays (12" x 14") for $7.50 postpaid. Home Game Equipment Co., 360 N. Michigan Ave., Chicago 1, Ill.



SKYROCKET PLANT

They are natural flowers from South America and, believe it or not, they last a lifetime! In pink, fuchsia, or yellow, 21" high. Even the white china bowl is decorative. And imagine a gift that lasts longer than friendship!

$6.75 postpaid

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469 Seventh Avenue **New York, N. Y.**



Hand Blown BEAUTY

Truly "magic in glass." These paper weights are hand blown by artisans from Alsace Lorraine who came to this country in 1940. No two are alike, but they all sparkle with rich color and delicate tracery. You will find one to be a fascinating and useful ornament for your desk. They are ideal gifts for busy folk. These distinctive, intriguing paper weights are $4.25 each (post paid).

Order direct. Send check or money order

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Scrap Book

Decorative and Practical Recorder of the happenings in your Family.

Unbleached Irish linen, colorful applique musician figures.

Extra heavy pages 13½" x 10½"

$3.75 Postpaid

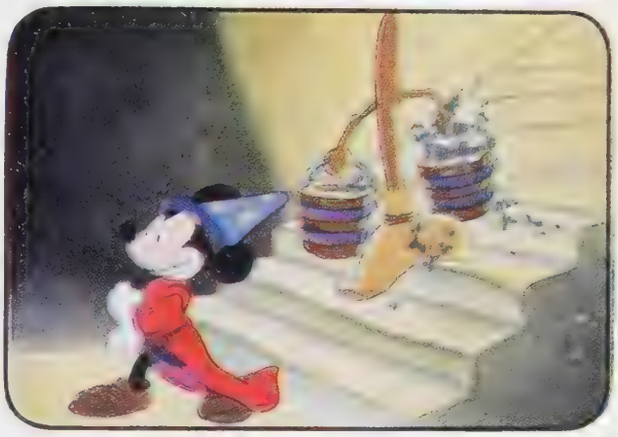
THE SIDE SHOP

834 Logan Avenue **Throggs Neck, N. Y.**

WALT DISNEY CARTOON *Characters*







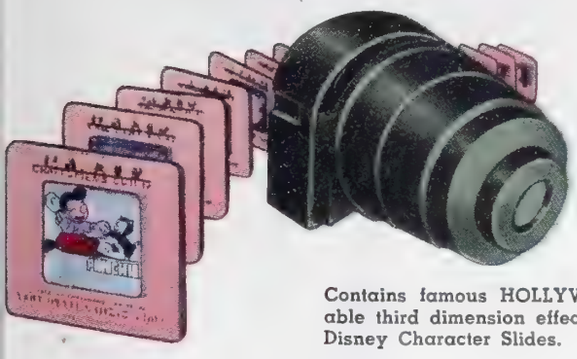


In 35mm Full Color Transparencies

GRAND FUN FOR ALL CHILDREN and ADULTS, TOO!

Here is exciting entertainment which will afford hours of amusement to your youngsters and their friends. Imagine seeing the famous DISNEY characters they know so well right in their own home. What a gift! Every child you know will be *thrilled* to get a set. Reproduced from the original master films, the slides faithfully embody the exquisite beauty of color and artistry for which Disney Productions have become world renowned!

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Contains famous HOLLYWOOD VIEWER with remarkable third dimension effect, and the No. 1 Series of 10 Disney Character Slides.

Additional sets of slides from famous DISNEY movies numbered in sequence with story synopsis. **$2.50** per set

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THESE SLIDES FIT ALL STANDARD 2 x 2 VIEWERS AND PROJECTORS

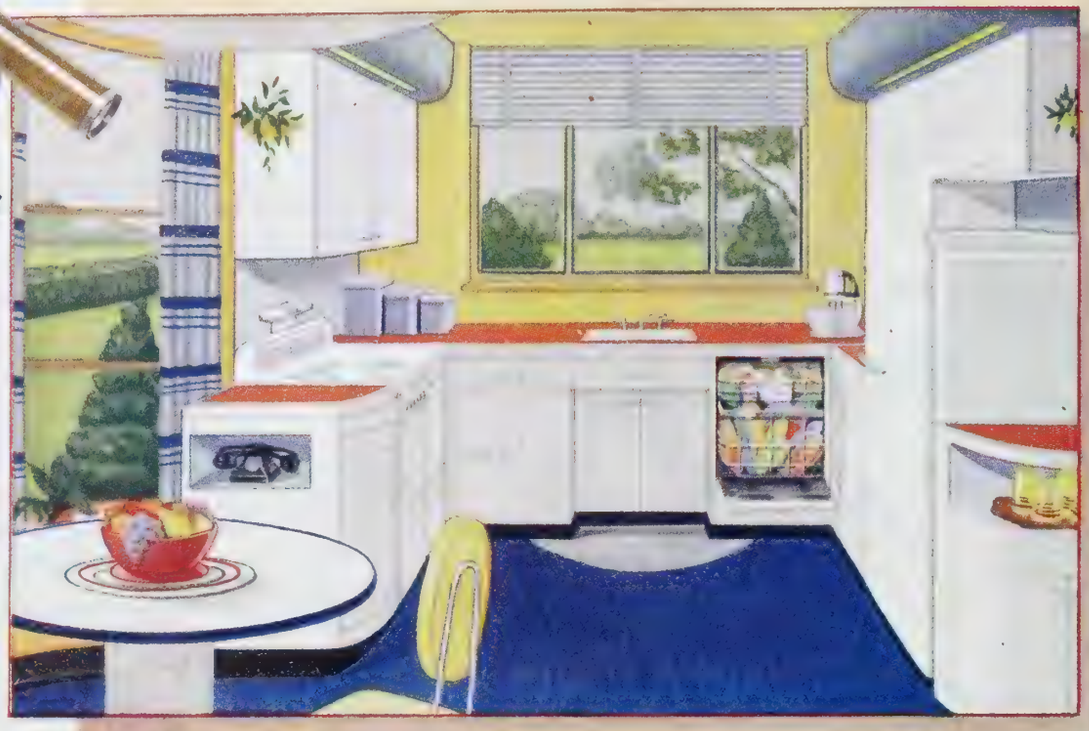
***MAIL ORDERS PROMPTLY FILLED*—Avoid costly C.O.D. fees. Enclose remittance with order.**

THE CAMERA HOUSE

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Take a look at your Next Kitchen...



IF YOU could step into that new Hotpoint Electric Kitchen you plan to buy after the war, you'd be delighted with its smart styling! And we think you'd be even more amazed at the careful way our designers have laid it out so that you'll save thousands of steps day after day.

Here, you'd say, is a room that makes child's play of routine homemaking tasks! And when you found how reasonably the kitchen will be priced, you'd pass the good word on to your friends—"By all means earmark your War Bonds for a new Hotpoint Electric Kitchen!"

and Hotpoint will save you time on All these tasks!



The cost of a Hotpoint Electric Kitchen averages about 10% of home-building costs.

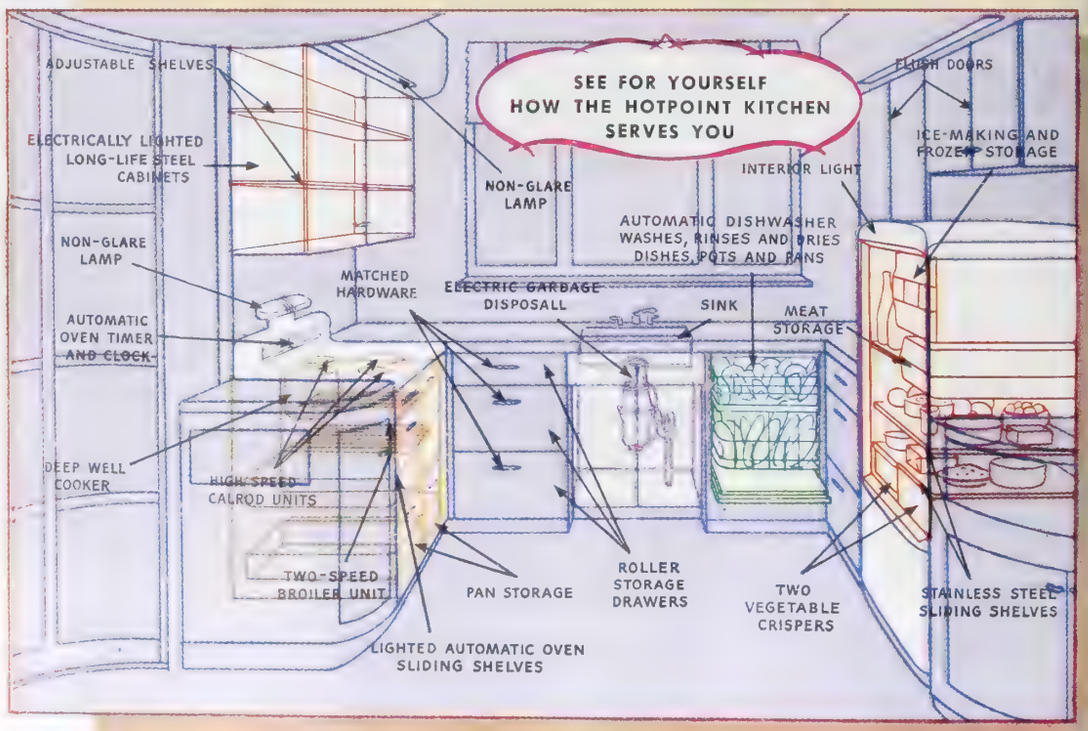
WORK CENTERS MAKE MINUTES COUNT IN THE HOTPOINT ELECTRIC KITCHEN

Refrigeration Center—Hotpoint Electric Refrigerator keeps foods fresh—provides fast, thrifty freezing and better arrangement of storage space.

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Equipment Storage—Electrically lighted Hotpoint Steel Cabinets afford abundant space for dishes, utensils and dry foods.





Edison General Electric Appliance Co., Inc.
5669 West Taylor Street, Chicago 44, Illinois

Enclosed please find ten cents in coin or war stamp for which send me your new kitchen planning guide entitled, "Your Next Kitchen by Hotpoint."

*Name*_____

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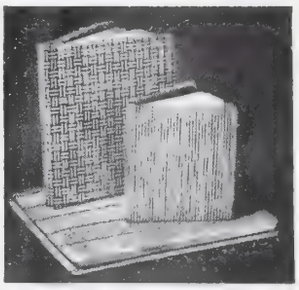
Hotpoint ELECTRIC KITCHENS



'IREPROOF WASTEBAS-KETS. He may not want to set the orld on fire, but if your husband is a asual smoker who tosses lighted atches into a basket full of papers, ou'll thank your lucky stars for these askets lined with asbestos. Decorated ith Godey, Currier & Ives, or flower rints. 14" high. $2.50 each. Set of 3, 5.50 postpaid. Mayfair Gifts, Forest ills, New York.



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OOL OFF IN A HURRY. Try e Chemist's way of cooling a bottle d serve your drinks as cold as you ant them. The Fahrenheitor uses a salt d ice mixture in which the bottle ts as a brine pump. Crystal jar is sulated with 1" cork and chills a art bottle in record time. Gallon pacity for punch or ice cubes. $22. . of Denver, $22.50. Dr. Peter Schlumohm, 123 E. 37th St., New York 16, N. Y.





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Have you taken any snapshots lately that you would like to show off? Just send any black and white picture or negative, any size, of the boy or girl in the service . . . the baby . . . your dog . . . it will be reproduced on match packs with startling clearness. Original picture is returned intact. One subject only to box.

Box of 50 $4.75 plus 15¢ postage
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No C.O.D.'s please

EUNICE NOVELTIES Dept. H74
5th Floor Woman's Exchange Bldg.
541 Madison Ave., New York 22, N.Y.

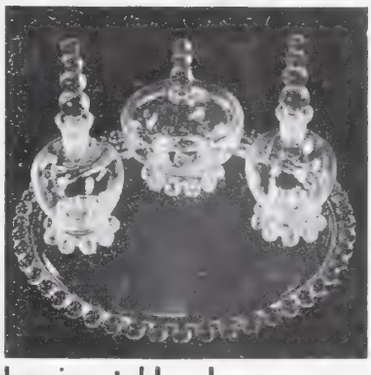


The appropriate gift for a gracious hostess . . .

"Yellow Canary" earthenware cake plate, 14" diameter, $6.75; 12½" diameter, $5. Cup and saucer, $2.10. Sterling cake server, $6.

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dressing table glamour

a sparkling crystal trio on a mirrored tray keeps her powder and perfume together in compact and shining elegance. Tray diameter, 10". Bottles 6" tall.

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Thirteenth & Baltimore, Kansas City, Mo.



12 LOVELY GIFTS FOR $6

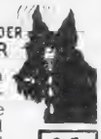
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KANKER-NO Powder is a ime-tested medicinal powder backed by authoritative endorsers for the safe and effective relief of painful anker ear in dogs. Effective n the relief of ear soreness caused by the accumulation of natural secretion . . . the erumen of wax . . . the presence of animal parasites and a tendency to eczema and skin eruptions. Full directions come with each package of this truly amazing medicinal powder for the relief of Otitis Media (canker ear) in dogs. Simple o use in treating! Safe and advisable to have on hand at all times.

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Send no money. Order C.O.D., $1 plus postage. (Or, send $1, we pay postage.)

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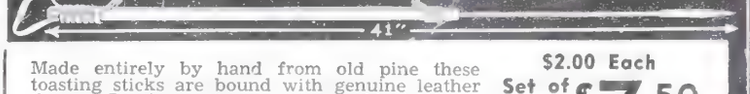
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The new picnic wonder for the host or hostess. Guests will exclaim their uniqueness.





Made entirely by hand from old pine these toasting sticks are bound with genuine leather thongs. Leather safety catches hold the steel spear when open or closed. Extends to 41 inches.

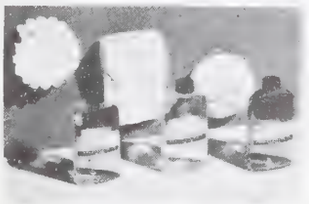
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Specify wall perfumers by letter
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Scent: 2-oz. bottle 50¢, 4-oz. bottle 90¢, 8-oz. bottle $1.60. Wall Perfumers 50¢ each. Orders shipped post-paid or C.O.D. plus postage.

FRAGRANTAIRE CO.
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New York 16, N. Y.

WINDOW





BEARER OF GLAD TIDINGS. A trayful of cool drinks is one of the most welcome sights of summer. So bring the good news right to your guests in this carpenter's tool carrier. It has a removable tray which holds eight glasses securely. Lovely for flowers, too. Waterfowl highball glasses $6 for 8. Tray: 14½" x 9½" x 11½" high. Pine finish, $10. The Lennox Shop, Hewlett, L. I., N. Y.

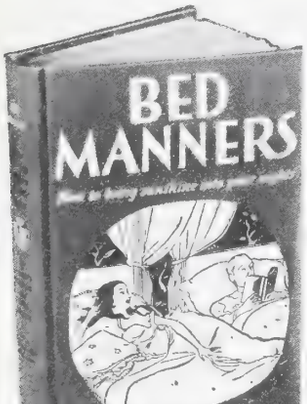


ON GUARD! A pin for your lapel, a sword to guard your heart, a locket to frame tiny pictures of the two people dearest to you—and the triple threat of this gay piece will be your own special "call to arms." It's made of sterling silver, plated with 12k rolled gold, and the sword actually comes out of the scabbard! 3" long, $2.95 plus 20% Fed. tax. Gerlou, 501 Fifth Ave., New York 17, N. Y.



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With many amusing illustrations

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*H*ilariously, wittily written, and with a devilish understanding of the little foibles you thought were a secret. For the strangest adventure of all is to find yourself locked in a bedroom with someone of the opposite sex with whom you are required to go to bed and get up for thousands of nights. This is called marriage. It may have just happened to you or it may happen just when you least expect it and are least prepared. This book, then, is for you—a book of Bediquette for married people!

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( ) I enclose $1.98. Send it postpaid.
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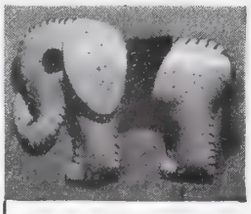
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In Canada—$2.50—S. J. R. Saunders, 1430 Wellington St., W., Toronto, Ont.



A Mark of Distinction for Your Home

A beautiful sign like this makes it easier for visitors to find your entrance. Experience a thrill yourself each time you see it. Early American design. Extra heavy bracket, finished in black lacquer. Will stand lots of weather. Your name in white on both sides of the rustic finished board.
Size 12 x 18" $15.00 f.o.b. Wheeling
Size 14 x 22" 25.00 " "
White board with black letters, $3.00 extra
New Catalog—100 attractive Weathervanes, Signs, Markers, Copper Lanterns, Foot Scrapers, etc. Write for copy today.
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Republican or Democrat, be proud of it! Carry a torch for your party! A clever ALL HAND-MADE leather lapel pin. Press his tail and concealed battery lights his eye—$2.50 EACH. You may also have "Bright Eyes" horse in basic colors or a white rabbit at the same price. Send check or money order today. Sorry no c.o.d's.



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Pat. No. D-135953

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- Folds down to only 4 inches thick . . .
- Easily stored in minimum space
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- Mahogany-stained, alcohol-proof finish . . .

A CLEVER new convenience for card players. The all-purpose, portable playtable for small apartment, den or recreation room. New improved model. Attractively finished, substantially made, sturdy legs. Nothing to loosen or wear out. *Now custom made—delivery within 10 days.* Only $34.50 Express collect. Money refunded if not pleased. Makes an ideal gift.

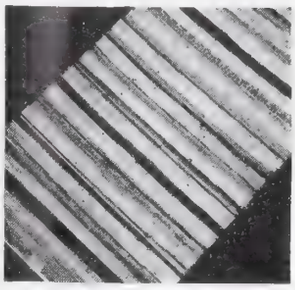
HOME GAME CO., Dept. A-54
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EVERYTHING FOR FUN AT HOME
Headquarters for game room equipment, accessories for the home. Unusual games, novelties, barbecue supplies, etc. **Write for: "Successful Entertaining At Home." It's Free!**



SHOPPING

RAG RUG. If you love them and if ou live in the country, you'll want iem all year round. If you're neutral, ou'll want them in the summer, any- ay. This one is as colorful as a Mexi- an bandana, measures about 2 x 4 ft., nd is hand woven in Mexico in color- il patterns. Just $2.75 postpaid from red Leighton, 24 University Place, lew York 3, N. Y.



THE SMART SET is a chain gang oday and wears this sporty-looking belt ith slacks or a tailored skirt. Keys, watch, or a good luck charm are icked away in a pocket. The belt is ade of Paratex, a new material which washable and looks just like leather. izes 10 to 46, in black, brown, navy, ed, kelly green, purple, luggage tan, r shiny, black patent. Costs $1.25. Bar- ay Gifts, 261 Broadway, N. Y. C. 7.

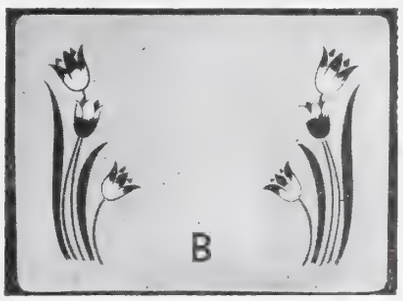


UNDER COVER is the best place or good clothes. These pinafore aprons re just the thing for mother and her ung helper to keep their clothes look- ng spic and span when company ar- ves. They come with varied color com- inations on light grounds, and you can et them to fit you and your moppet. Iother Apron $5; Daughter Apron, zes 1½-6, $3.50. The Side Shop, 834 ogan Avenue, Throggs Neck, N. Y.



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A new ideal Combination place mat and rimless tray! Makes table setting easy—attractive—quick! Made of tempered **unbreakable** composition, these mat-trays are completely rigid, unbelievably light, and strong! Heat proof, alcohol proof and washable. Colorfully decorated with tulips in green, yellow and orange on powder blue or gray background. 11½"x16" with one-letter monogram. **$1.00** each. 6 for **$5.50**. Bridge mat-trays black face with monogram, 9½"x7½"—**75¢** each. 6 for **$4.25** postpaid. *Write for free Gift Catalog.*



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Instead of hearts, spades, diamonds and clubs, this deck has cherries, oranges, plums, bells, bars—and lemons. Each player contributes to the jackpot each time he is dealt a hand of three cards—and he takes out according to accepted slot machine valuations. But that's only one of a dozen or more games you can play with this amusing deck. It's complete with rules for playing Crazy Bingo, Chinese Poker and other interestingly different games. **75¢** prepaid.

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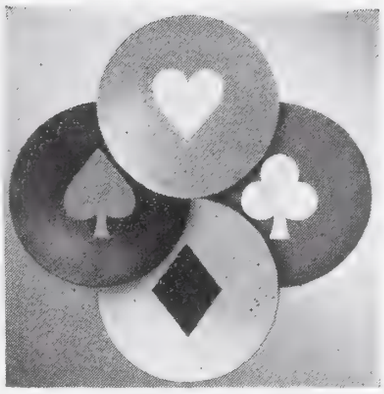
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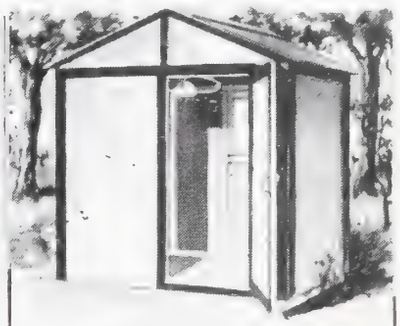
Waterproof, shockproof, anti-magnetic, radium dial and hands, unbreakable crystal, precision tested, sweep second hand.

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SANDWICHES!
SALADS!

Slice for cold cuts and sandwiches. Dice or Julienne for salads.

RECIPE:

3 c. cooked ground ham — 1 c. water
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Mix all ingredients together thoroughly. Turn into greased loaf pan, about 9" x 5" x 2½". Bake in moderate (350° F.) oven 40 minutes. Makes a 1 lb. 10 oz. cooked loaf.

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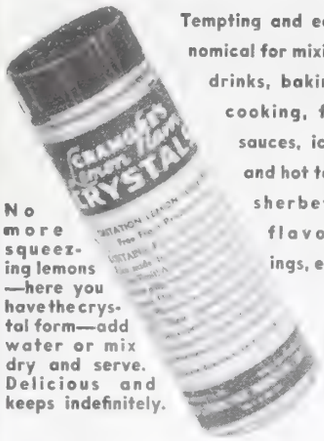
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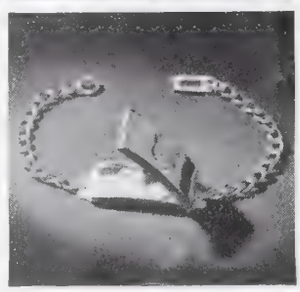
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WE'RE IN LUCK finding a four-leaf clover, and you're lucky, too, if you're looking for something to fix up that blank spot on your wall. A pair of these will do the trick, and also make an unusual gift. Made of solid mahogany with a little shelf to hold knickknacks and a glass tube for a spray of flowers. Measures 10" square and just $2.50 each. The Bar Mart, 62 W. 45th St., New York 19, N. Y.



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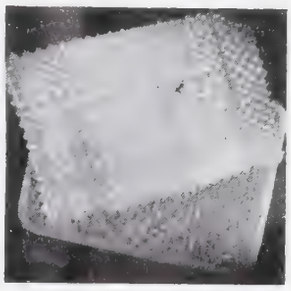
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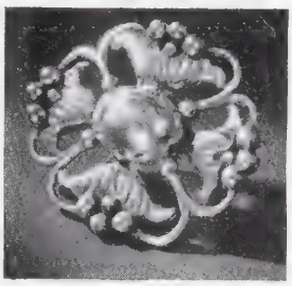
EXICAN STRAW MATS for ormal suppers this summer in or of doors. They are natural straw or and will fit in beautifully with type of decoration. We can't think a more practical way to set a table se days! The price, believe it or , is 40¢ each for the plain edged s or $3 for set of 8. Pointed edge, each, $5 for 8 postpaid. Baker's, 7 Walnut Street, Philadelphia 2, Pa.



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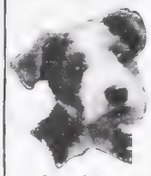
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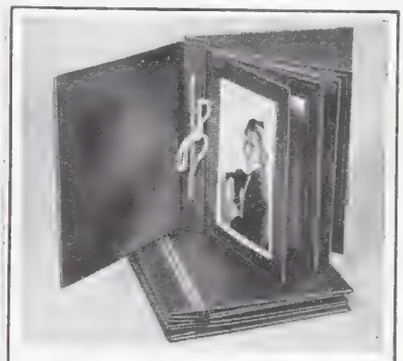
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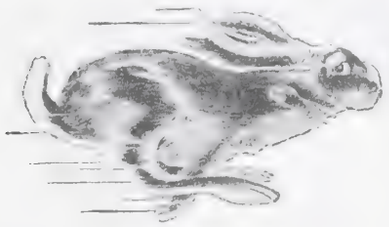
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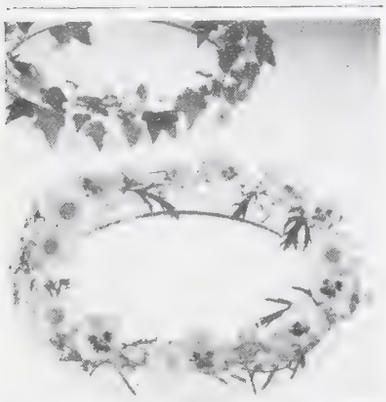
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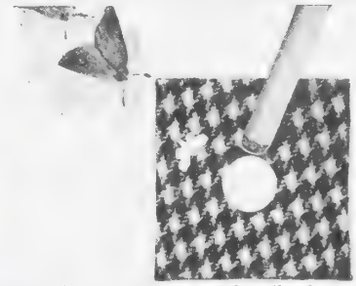
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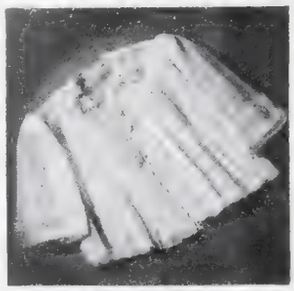
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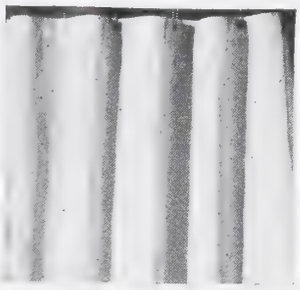
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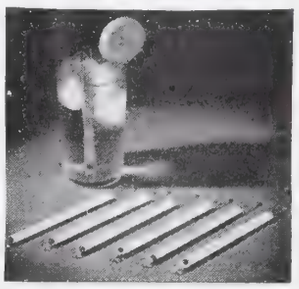
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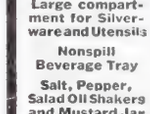
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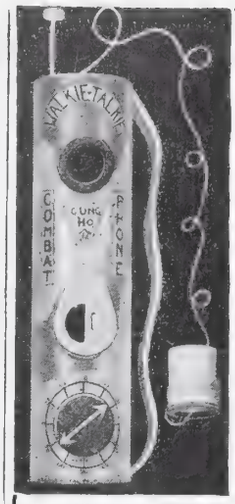
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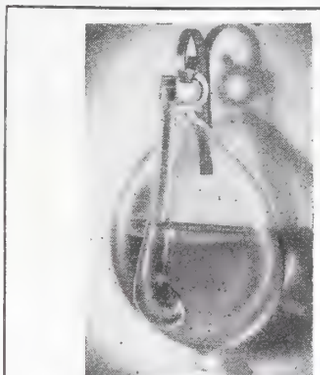
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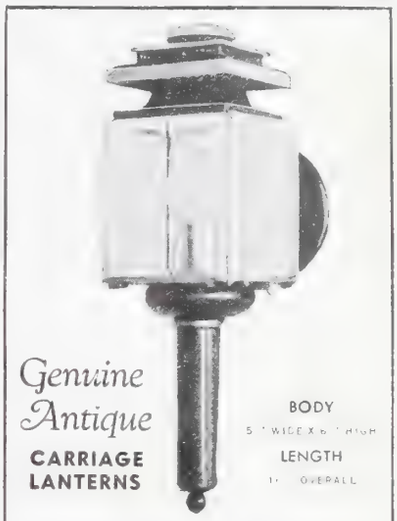


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HOUSE BEAUTIFUL

THE MAGAZINE DEDICATED TO THE BUSINESS OF LIVING



CONTENTS, JULY, 1944

Many Americans will sit at desks, like the one photographed on our front cover by Emilie Daniel son, to sign their pledges for the Fifth War Loan. The inkwell, from Robert Ensko, Inc., is reproduction of the inkwell used by the signers of the Declaration of Independence; desk fro Florian Papp Inc.; lamp from Alice Glick; paper weight and luster pitcher from C. W. Lyon In

DECORATING

How to Live Beyond Your Income 24-25
Do You Get Swindled When You Buy at Auction? 26
The Girl with a Future: Sweet Are the Uses of Adversity 27
Hollywood's Version of the Typical American Home ... 35-39
This Movie Set Might Be Your Home 36-37
Tiles—A Reviving Art Form 46-47
How to Have Privacy and Still Have the Front Door Open 74
Nice Little Girls Deserve Nice Rooms 76

GARDENING

20 Garden Wrongs and How to Right Them 28-29
Some New-Fashioned Ways to Train Climbers 30-31
HOUSE BEAUTIFUL's Practical Chart of 30 Garden Bulbs .. 42-43
HOUSE BEAUTIFUL's Flower Pest Control Chart 48
HOUSE BEAUTIFUL's Vegetable Pest Control Chart 49
1—2—3 and Out for Poison Ivy 65
The Intemperate Gardener 68
The Man Behind the Hoe: Get Your Vegetables in Production for Summer 72
The Log of the Practical Gardener 84-85

FOOD AND ENTERTAINING

On Celebrating a Glorious Fourth in a Free Land ... 40-4
Pantry Shelf News 8

HOUSE BEAUTIFUL'S HOME PLANNER'S STUDY COURSE

Is Home Building Ever Undesirable? 5
Don't Be Satisfied with Half a Loaf in a Home 52-5
The Lanai—Future Trend for Home Builders and Remodelers 54-5

HOUSEKEEPING AND MAINTENANCE

Wash Bowl Laundering Laws for Brides and Career Girls 32-3
Is Your House as Clean as It Looks? 44-4
Guard Your House Against Mildew 6
HOUSE BEAUTIFUL's Housekeeping Recipes 79-8
It's Worth Mentioning 8

OTHER FEATURES

Window Shopping 6-1
What the People Say They Want 2
HOUSE BEAUTIFUL's Postwar Primer for Manufacturers ... 22-2
Dear E. G. 3
A Music Quiz 5

ELIZABETH GORDON
Editor

RALPH BAILEY
Managing Editor

RUSSELL RYPSAM
Art Editor

FRANCES TAYLOR HEARD
Decorating Editor

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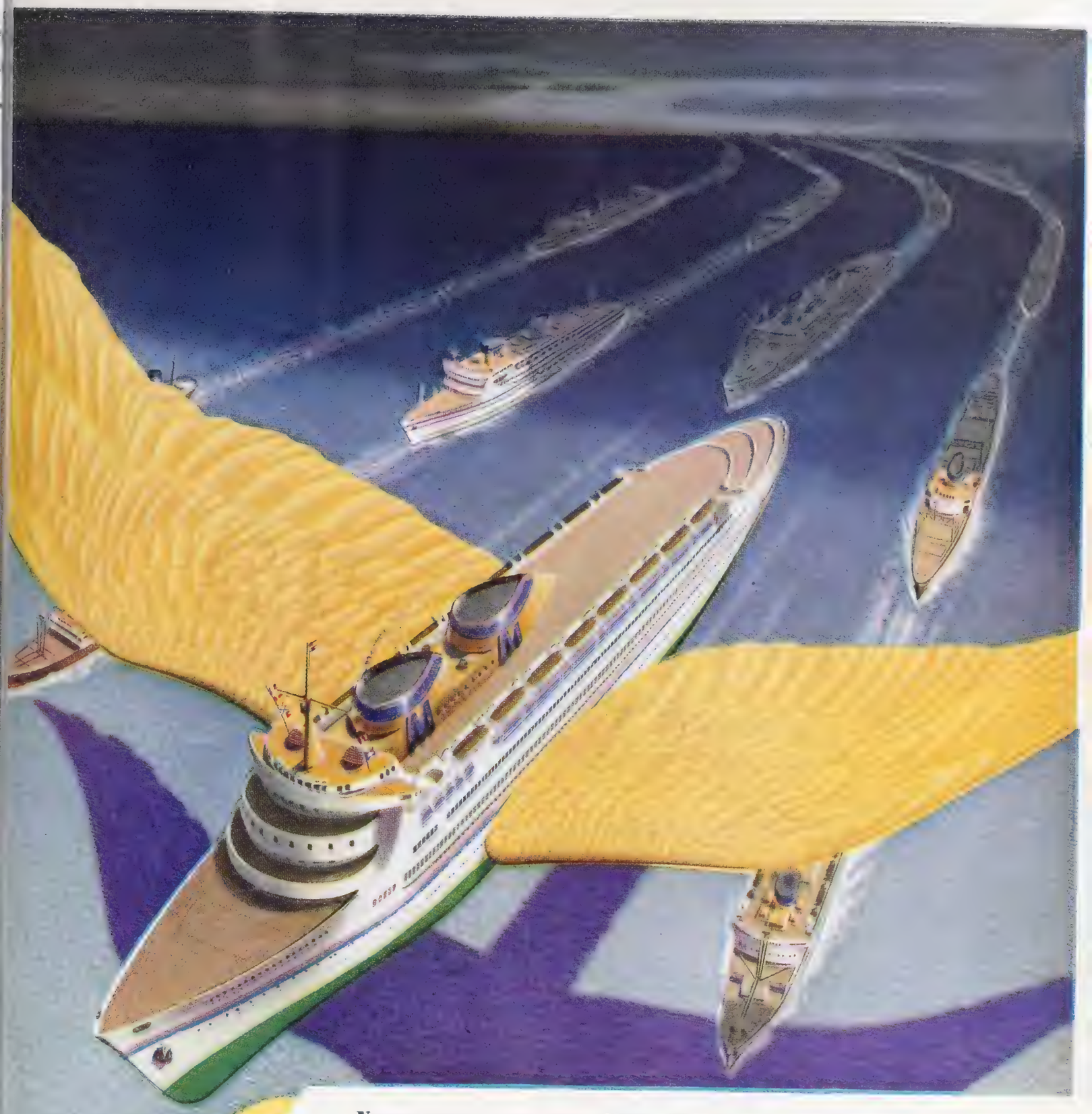
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Navigators of the New Horizons

Oceans provide no barrier and distance fails to hamper the mind of the true navigator. By sea or by sky, he is the joiner of the near and far, the trusted guide of travelers in trackless space. Since the days of sail, Matson has followed the navigator's calling, beating the ocean track that has joined Islands and Mainland in closer understanding. When war has been swept from this world, Matson will return to its peacetime task of escorting friends to pleasant, far-away places. Hawaii and the fascinating region which centers about it will be brought within reach by the most modern modes of transportation known to man.

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MATSON LINES TO HAWAII AND THE SOUTH PACIFIC

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McCourns Grinell



One of a series of incidents in the lives of immortal composers, painted for the Magnavox collection by Walter Richa

The "father of the symphony" had wife-trouble

FATE was often unkind to Joseph Haydn. To learn harmony, he had to act as valet to an evil-tempered music master. During his thirty years as conductor of Prince Esterhazy's orchestra, he wore livery like a lackey and took his meals with the servants.

And, as a climax to his misfortunes, he was burdened with a shrewish wife, so unappreciative of his genius that she cut up the scores of his immortal music to make *curling papers!*

But, as if to atone for other slights, fate had endowed him with one glorious gift for which he was devoutly thankful. Every morning, before sitting down at his piano, he prayed to God for inspiration. Without question, his prayers were answered.

To enjoy to the utmost the proud beauty of this humble little man's music—his *Surprise Symphony,* or his oratorio, *The Creation*—you should hear it played by a Magnavox. Among contemporary musicians, this instrument occupies a unique position. Because of its superb clarity and trueness of tone, the Magnavox is the radio-phonograph to which Fritz Kreisl Sir Thomas Beecham, Vladimir Horow and many others listen in their own hom

To demonstrate the marked superiority of t Magnavox listen to a Frequency Modulati program over this instrument. Magnav was an FM pioneer and the reproducti qualities required to take full advantage FM broadcasting are inherent in the Magn vox radio-phonograph. The Magnav Company, Fort Wayne 4, Indiana.

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Magnavox RADIO PHONOGRAPH • *The choice of great artists*



At what age should your child begin to hear good music? Some authorities say six months, for simple, rhythmic dances and marches. Later, folk songs and musical nursery rhymes; then, between three and seven, light classics and parts of symphonies. Thus appreciation of good music—a lifetime pleasure and inspiration—develops as naturally as learning to talk.

For outstanding service in war production

What the people SAY they want

House Beautiful asked its readers what they thought ought to be made to produce a better world after the war. Here's a digest of hundreds of their letters

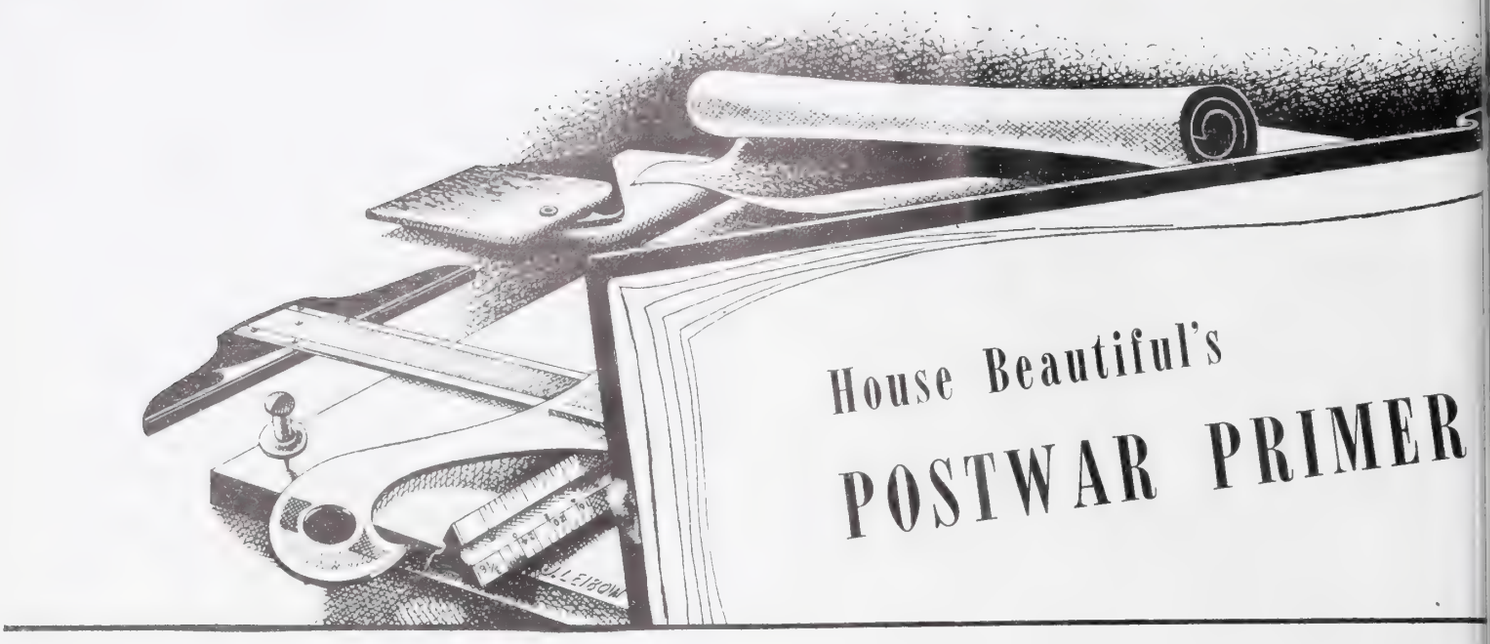
By Elizabeth Gordon, Editor

Maybe you remember the invitation we extended our readers last fall to tell us what new products they wanted made for a better world. Hundreds of them told us, and in no uncertain terms. The formidable and obvious good sense of their suggestions gives the lie to the theory that Americans want or expect a radical, different dream world. They are not looking for a revolution.

But they *do expect* an evolution—the kind of common-sense improvement in existing products that has always been the essence of American progress. They want things to work better, last longer, be more cleanable. (As one woman put it, "I think we should end our slavery to the mop and dust pan!") They abhor waste space.

What America wants can be summed up, for manufacturers' guidance, this way: Make those improvements dictated by common sense and a critical examination of the performance of the product. *Our people are going to be shopping for INCREASED UTILITY, above all other things, when they spend their money after the war.*

PHOTOGRAPH BY FRED LERNER



House Beautiful's POSTWAR PRIMER

Greater cleanability ranks high on the wanted list. With some things this means more, easier accessibility

The everlasting job of keeping things clean riles people mightily. They ask that such things as Venetian blind tapes and fabrics may be cleanable with a whisk of a damp cloth. They want removable upholstery, so the whole piece of furniture needn't be sent out. They want oven linings that are removable so they can be cleaned more easily and thoroughly. They want more washability in fabrics, bedspreads, lamp shades, rugs—in short, in practically everything. Rounded corners, instead of square corners were mentioned again and again.

People want things to stay like new. Durability against usage, wear, and weathering is considered important

A product guaranteed to have a permanent finish should be a winner after the war. People want fabrics that are fade-proof, shrink-proof, soil-proof and damp-proof. They want window shades that won't rot with age or sun. They want, vociferously, outdoor furniture that can *really* be left outdoors. They don't care what things are made of, just so the performance they want is present. The only time raw materials were mentioned was in cases where they had heard some new material would *do more* than old ones. It's the results that count, they say.

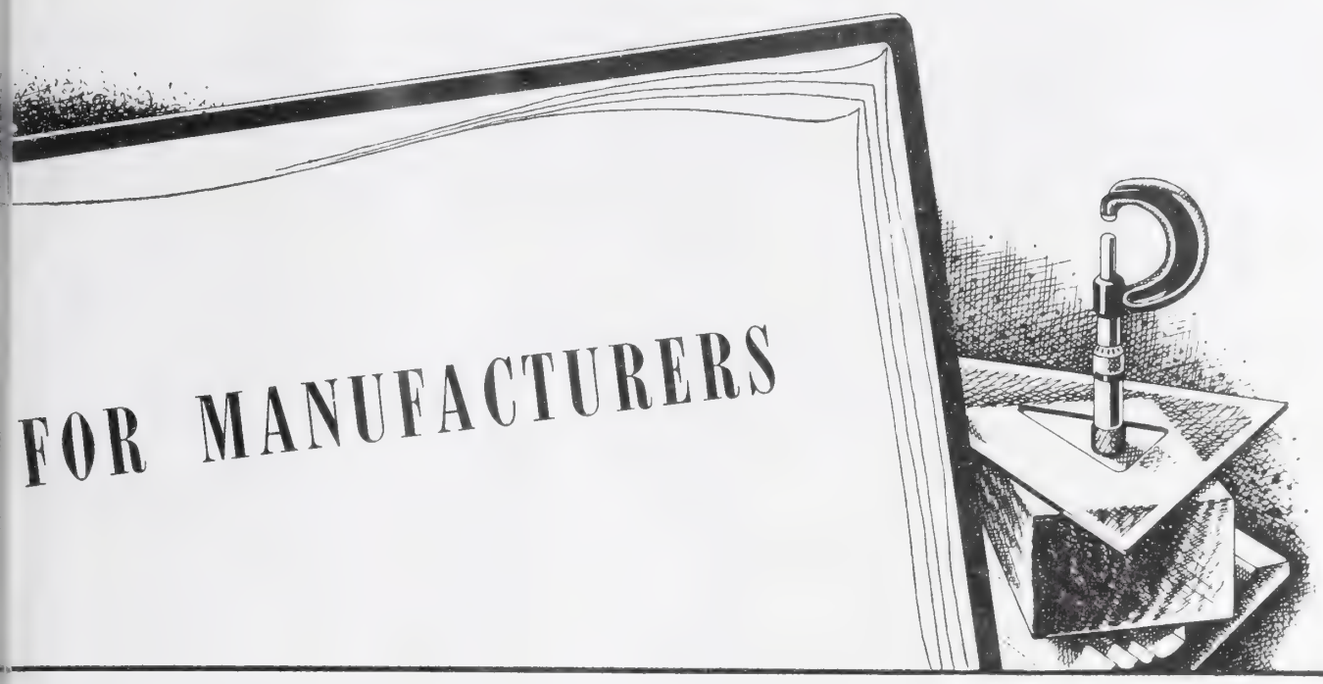
Biggest trend was for intelligent use of space. "Design things for what they are meant to hold," they say

Annoyance at the waste of space in furniture, under lavatories, in closets amounts almost to a national howl. Suggestion after suggestion had to do with the rationalizing and engineering of space, particularly for storage purposes. People want bedside tables to be more functional (even hold a blanket). They want bathroom lavatories to be like kitchen counters, with the space underneath scientifically planned. They want better designed buffets and credenzas with shallow drawers for linens, silver drawers with dividers, lined with tarnish-deterrents.

Lots of people have ideas how to add new conveniences to old products, to make things give more satisfaction

"Something new has been added" is an idea completely compatible with America's idea of progress. Examples of this principle are such things as: putting alarm clocks in radios to turn them on for the program you want; "tails" of a thin material on the bottom end of a comforter, to tuck under the mattress; washable collars for blankets; slip-cover patterns to be sold with every piece of upholstered furniture; an ice cream freezing tray with a mechanical agitator; a heat-resistant section for placing hot pans on work counters; humidified vegetable bins.

FOR MANUFACTURERS



HOUSE BEAUTIFUL was interested to note that people are not as critical of appearance as they are of performance. Only four products were criticized for poor taste and insufficient beauty. These four were radio cabinets, sewing machines, lamps, and electric cords (also telephone cords). Complaints were loudest about poorly styled radio cabinets. and that there were no cabinets appropriate for Early American and maple furnishings. Poorly styled lamps (and too low lamps) got their share of criticism. Electric cords should be spring-coiled, people say.

More beauty and better designing were asked for only four items. On three of these people are vociferous

The expression of distaste for handling very dirty objects was a pattern running through all the letters. Some people merely said "something ought to be done about it," but gave no solution. Others said that they would like to throw away soiled dust cloths and dust mops. Others said they thought vacuum cleaner bags should have paper sacks inside which could be thrown away each time the cleaner is used, to eliminate the messy process of emptying. None seemed to know that some such disposable things have been on the market for quite a long time.

People want to throw away extremely dirty things like disposable vacuum cleaner bags and dust mops

Not one letter used the words "integrated designing," of course. But the meaning of the specific ideas and complaints adds up to just that. For instance, people want to keep their record albums right with the phonograph. They want to store card tables, packs of cards, score pads, and coasters all in the same place. Ladies want dressing tables actually to contain all the grooming equipment they use for making up their faces and doing their hair. They also ask that furniture be better designed for its purpose, e.g. a magazine rack better than a canterbury.

Many people asked for "integrated designing"—putting together things that are meant to be used together

Many people asked for things which have been on the market for some time without their knowledge. (Such examples are removable window sash and silently operating sliding doors.) But an example of a really new, non-existent item is a filing cabinet for the home—made to look like a piece of furniture instead of like office equipment—for the safe storage of tax records, canceled checks, wills, deeds, receipted bills, etc. Fold-up tables are wanted (on drop-leaf principle) that can be out of the way when not in use. Also whole walls of storage space.

Some asked that new products be manufactured — things not now on the market that would solve problems



PHOTOGRAPHS BY FRED LERNER

Too rich for your purse? You'd think so if you didn't know that the owner bought in most of her rare and lovely bibelots at auction sales —and of course at auction prices, which means far less than retail. By this buying method you're bound to get more than you pay for

How to LIVE BEYOND your income

An auction sale is where you can acquire for little the valuable, beautiful belongings that someone else no longer wants. This apartment was furnished that way

By Sabina Ormsby Dean

Everybody at one time or another yearns for something beyond his pocketbook. The reckless buy what they want but rub the bloom off the prize by going in debt for it, while the prudent feel they must suffer and scrimp for their heart's desire.

Mrs. Helen Clarkson, whose personable home you see here, runs a middle course. She buys her luxuries at auction—at far less than retail prices—and has acquired the kind of unique, elegant furniture and bibelots that are usually considered the happy privilege of the very rich. Naturally, she loves a bargain, but her chief pleasure in auction-going, she tells us, is the fun of picking up unusual accessories that just happen to appeal to her. And when you see her apartment you can't miss the feeling of personal affinity between the owner and her belongings. The hand-carved gilded wood cachepots, the silver gilt candelabra, the tureen and platter that look like Old Leeds, even the smallest pressed glass jug, have a mellow intimacy, as though she had always owned them. So have her two great furniture finds —a Dublin-made table of solid yew and an Empire mirror (see them on page 59). She's living with things she loves but couldn't normally afford, and owns a house full of great values that cost little.



Prize gilt cachepots, carved of a solid piece of wood, were knocked down for $8, but couldn't be replaced for $45. (See them on the mantel.) The bookcase clock belonged to Jerome Bonaparte



This mahogany serpentine chest went for $20, marble top and all. The tureen and platter, in old English blue, were part of a batch of matching china, $5 the lot. Decanter cost all of $1.50



Bang! went the gavel and an old Dutch clock was added to this fine collection. It's green lacquer, 8 feet high, and works. Rosewood table was bid in for $12. The urn is early French tôle

Do you GET SWINDLED when you buy at auction?

YOU DO if you bid on items without examining them . . . if you hang on for dear life when the bidding starts to skyrocket . . . if you bid in useless junk just because it's cheap and no one else wants it

YOU DON'T if you learn to know values . . . if you buy only what you can use . . . if you set yourself a bidding limit and stick to it . . . if you examine each item carefully before you start bidding on it

By Marion Gough

You have just seen the fruits of smart auction buying—an apartment that belies the little money that was spent on it and looks as though its owner had unlimited funds with which to indulge a champagne taste for old French candelabra and one-of-a-kind bibelots. Thousands of women who had never even attended an auction before shortages in retail goods sent them there are now discovering that the same thing can happen in their homes, too. Having turned to auctions for the furniture they couldn't buy in the stores for love or money, they are finding that a few turns of canny bidding can net them furnishings with a hand-picked, very special air for extremely modest sums. They are the successful auction buyers.



But the people we are most concerned about—and there are thousands of them, too—are the ladies who claim that they always get gypped at auctions. They don't get what they want and they invariably pay too much for what they get.

In order to find out why these ladies get stung, we set ourselves a campaign of auction going which we've been following through for the past six months. We've shown up at sales in the big city galleries, haunted estate sales in the suburbs, and traveled out to the sticks to see what goes on at farm sales. We've discovered from observation, from the confabs we've had with auctioneers, and from seasoned auction-goers themselves that these women don't get stung. They sting themselves.

To begin with, these women who have just come into the auction-going fold, have been accustomed for years to leisurely buying in retail stores. They are generally green as grapes about auction procedure. They look for the same accommodations and services that they pay for in retail stores—and they don't get them because auction buying is a quick, every-man-for-himself system, which is one of the reasons why you can save money at auctions.

And when we speak of auctions, please note that we mean legitimate sales, conducted by licensed, established auctioneers whose record anyone is free to check. If you patronize the obviously fly-by-night outfits that operate with barkers and come-ons in resort towns and along the brightly lit main stems of big cities, you will most certainly be gypped, for these fakers specialize in separating the unwary from their spending money by hook or by crook.

The motto of the reputable auction room is "Let the buyer beware." The auctioneer doesn't force anybody to buy. He is simply the arbiter among the bidders. He makes no claims or guarantees, because he is selling "as is" or second-hand goods. There's nobody to give you a "sell," or to distinguish for you the good from the bad. You have to figure that out for yourself on the evidence of what you see and know about furniture. If you lose your head and pay $10 for a chair made of kindling wood, that's your funeral. Accordingly, the girls who get the plums are the ones who have taken (*Continued on page* 59)



RACK FROM R. H. MACY & CO.

They'll crib your idea for a magazine rack for their own cramped quarters. It's just a common garden variety of drying rack, costing about 83¢. But painted black and loaded with magazines, who would guess! Space-saving, it folds against wall

weet are the uses of ADVERSITY

ttention—Brides, Career Girls, and the obby Socks Crowd! If you can't wow 'em with our splendor, panic 'em with your originality

nce the novelty of having a place of your own for the first time in your life wears off, you realize at it takes more than *you* in it to make a room look amorous. Your bailiwick needs accessories—and idly. But don't be discouraged because your handbag n't stocked with chips. Borrow these *bright*, inexpen- ve ideas and watch the transformation of your apart- ent. They'll be talked about and copied—and plenty!

STERN BROS.



What no pictures! Big sprays of leaves will fill bare walls more impressively than any pictures you might afford. Use three milk bottles to hold greenery, screen them with a painted link door mat (about 80¢) which will take about any form you want it to



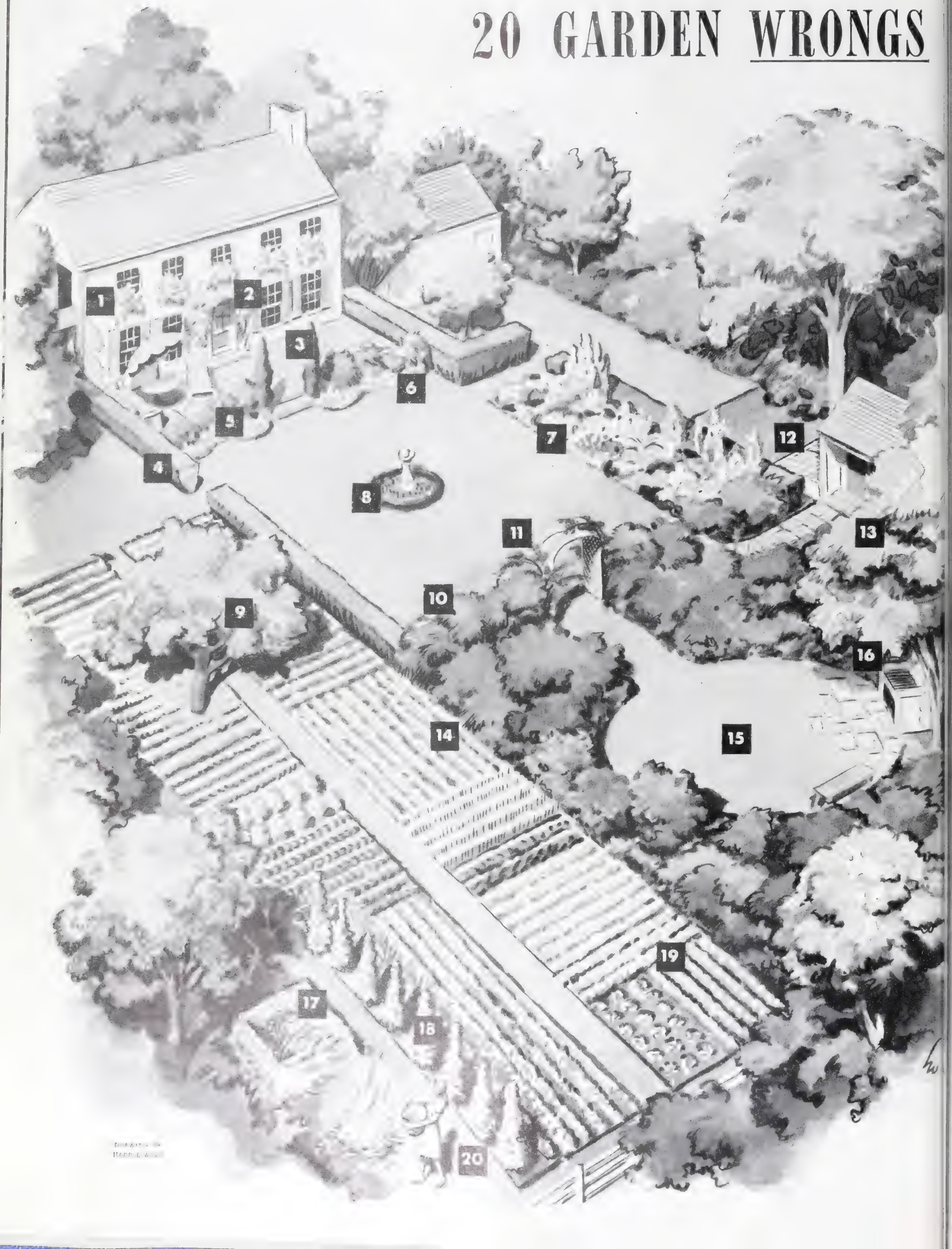


you don't mind having your coke tray instead you the center of interest, paint a small wash- ard black. Put black blotting paper in upper lf to catch drip. Tuck cigarettes in flower holder



Cut a hole in the bottom of a wastebasket, invert it and slip it over the skinny lamp. Presto! You've a well-scaled base without any wiring! Pleated sheet music quickly makes the clever lamp shade

20 GARDEN WRONGS



and how to RIGHT them

What's wrong with this picture? Plenty! Yet at first glance you may doubt it. Examine it for the faults that keep it from being a top-notch garden

By Ralph Bailey

One way to arrive at the truth is to back into it. In that way the lesson is often not only more forceful but longer lasting. So we suggest backing into this garden pictured on the opposite page. But before doing that, consider that the main idea behind the layout of this particular back yard is a good one. The garden areas are well arranged, especially if you note the shadows and find north and south at top and bottom of the page. The whole effect is pleasant—and not just because our artist knows how to use a brush. Yet there are some major and some relatively minor faults. All are basic garden mistakes.

With that out of the way, examine the wrongs to see more clearly what the rights should be. But before you read the paragraphs below, study the drawing and see how many of the 20 errors you can identify. Get any 15 right and you can paint your thumb green.

1 • The planting in the window boxes is too high, wide, and handsome by far. While window boxes would be acceptable, the things in them should be less obtrusive.

2 • The vine over the terrace door is a menace to navigation. Furthermore it is too luxuriant for the restricted wall area here.

3 • The obelisk effect of the twin columnar evergreens at either side of the terrace steps is "out of drawing" and distracting. Even if they were to grow no taller (which is unlikely) they would still be pompous and distracting to the eye.

4 • The clipped hedge is "under-cut"; that is, the base has been sheared narrower than the top. Formal hedges should be wider at the base to let in light, keep low foliage thick and healthy, minimize snow damage.

5 • Planting in beds in front of terrace is out of scale and too important. Simple rectangular lines of hedge and terrace suggest low, unobtrusive planting.

6 • Scalloped edges of these beds are inappropriate to the clean straight lines of the turf area and terrace. Furthermore, scallopy curves are always to be shunned if a garden plan is to know peace and restfulness.

7 • There is no more wrong with this flower border than there is with the right leg of a hen that has no left leg. In other words, there should be two balancing borders, one on either side of the turf panel, with comparable hedge backing. The symmetry of the house façade, the use of a straight-line design and the formal nature of the hedge demand a balanced garden plan.

8 • This little horror is a "gazing globe," squirting the sun right in your eyes no matter where you are in the garden. It is also the center of a round bed, set smack in the center of a straight-sided rectangular area. Gazing globes should be prohibited by law, and fussy islands keep the observer from seeing the main picture whole.

9 • This might be a friendly fruit tree, but its shade would not be welcome on the vegetables, nor would its roots permit the crops to grow well. It's not always necessary to cut down a fine tree to make room for vegetables; rather, keep vegetables beyond root and branch spread.

10 • The line of informal shrubs across the end disrupts the character of the main garden area. Nobody minds the end of a shoelace unless it is frayed. Well, this garden is definitely frayed. It should have a good clean end.

11 • A rose in one's hair may be very lovely, but not a whole plant. Here is a rose that climbs more off its arbor than on. It should be tied, kept in reasonable bounds. For this arbor is something more than just a support for a climbing rose. Like a lens for projecting still another garden picture beyond, it should lure the eye. It should also accommodate the person of the beholder!

12 • Here is a perfectly good double coldframe, but it faces northwest and is not only blocked from east to southeast by the tool house, but shaded and, when open, shed upon by the tree above. Coldframes are best sheltered from the north, should slope toward south.

13 • This looks like a good tool house, but it is accessible, so far as the garden proper is concerned, only by a path through a corner of the formal area; inaccessible from the vegetable area. All utilitarian functions of a garden should be linked simply and directly.

14 • The vegetables are thriving right up against hedge and shrubs—something only an artist could make them do. Besides the interference of alien roots, this arrangement provides no turning space at the row ends. Side paths would be preferable to the center path here.

15 • The formal circle used for the picnic area is out of order, though a generally rounded plan would be correct in view of the nature of the planting and for a change of pace.

16 ○ The fireplace is set directly beneath a spreading tree. This would not only keep the fire from drawing well, but would damage, perhaps kill the tree.

17 ○ Here's a well laid-out compost heap, but there are a lot of shrubby, woody branches on it. They will take many years to rot. Only material that decays readily and more or less uniformly belongs here.

18 • Tall-growing vegetables, here those grown on poles, stand between the low rows and the sun. Best spot for tall crops is to the north. Next best, west; then east.

19 • This gardener has tidy instincts, but she is burning the leaves instead of putting them on the compost heap. Except for woody material and badly diseased growth, nothing organic around the garden should be burned.

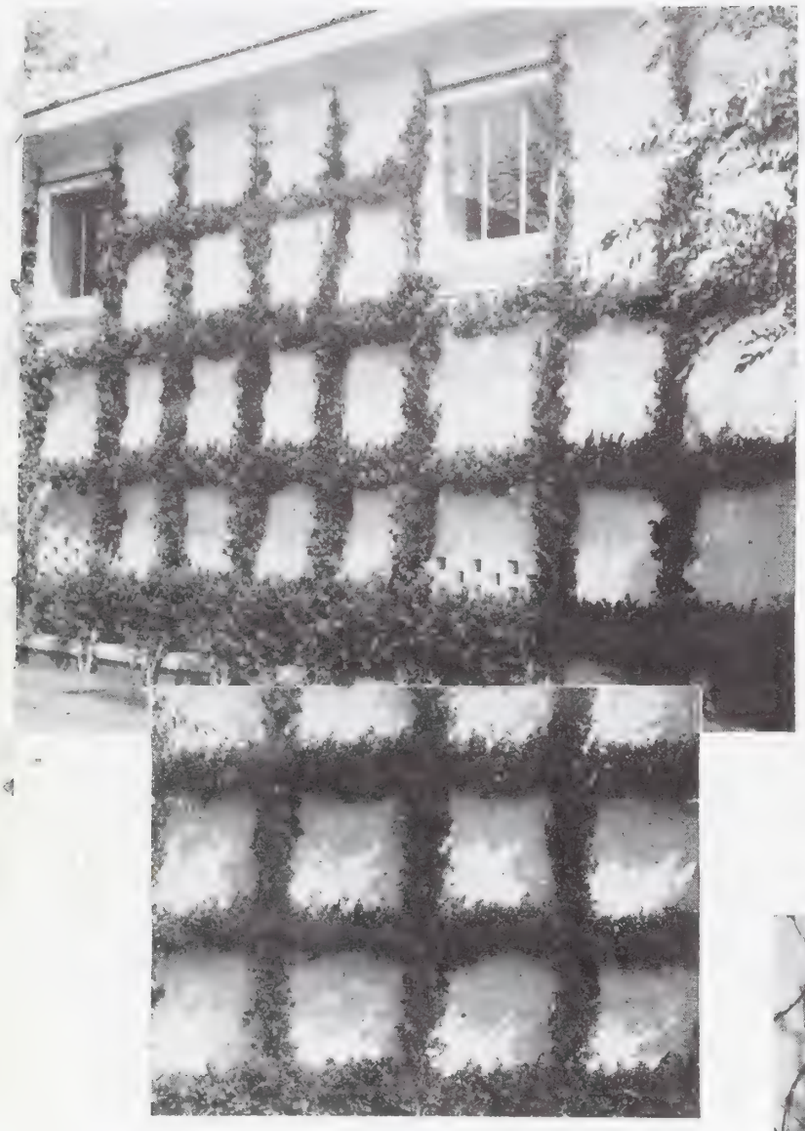
20 • The rows in this vegetable garden run every which way. Quite apart from the patchwork effect, this makes cultivation and harvesting more difficult. Direction of rows isn't so important as that maintenance be easy.

Some new-fashioned ways

There's no law that says you must have a trellis or an arbor if you want to grow climbers. In fact modern freedom from restraint—in architecture, decoration, living—says: Grow plants in new ways

By Stephen Kent

Sometimes we forget that a vine is something that goes from here to there, and that as long as we brace it where it needs bracing, it doesn't much care how we do the job. Old-fashioned trellises and arbors are good at their work, but they have nothing else to contribute. And they *do* look dated. How much better, then, when the background is useful or beautiful or both, to make it serve still another purpose and show off good climbing plants. Sometimes, of course, it's hard to tell which is the more important in determining the effec-



Trust the Californians to go just one step farther than a gardener could anywhere else. Here Thomas D. Church, landscape architect, trained a tropical shrub, Grewia caffra, on wires to grid a brick wall in the entrance court of the Hooker house in San Mateo. Euonymus would do it also





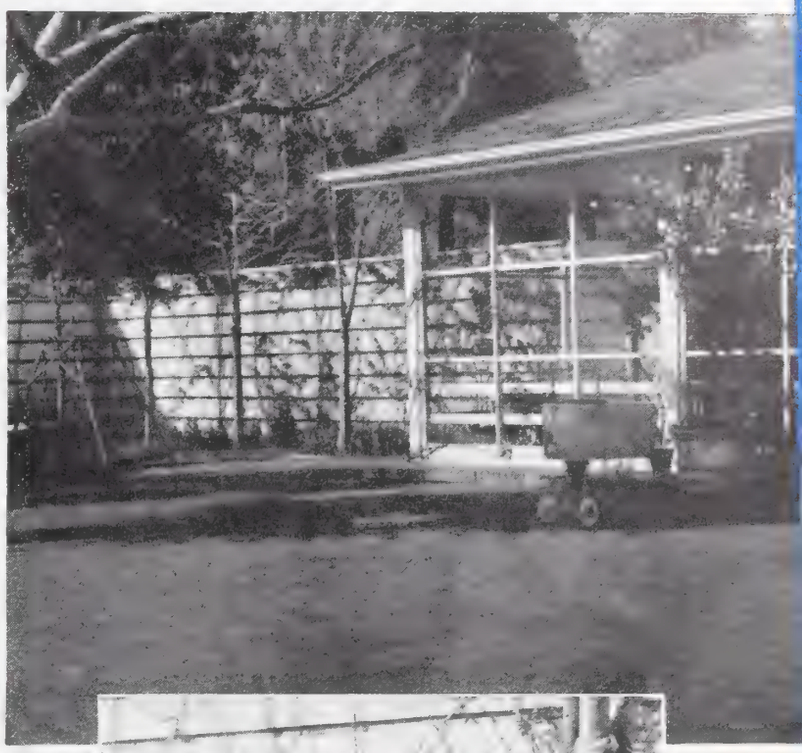
To get a smartly modern diagonal pattern on a smooth wall, Mr. Church has trimmed to follow wires a (hold your hat!) Trachelospermum jasminoides, or Confederate Jasmine. The Hiatts' front entrance, in Modesto, Calif., is definitely the gainer. Dwarf lemons form a glossy, informal hedge in the simple brick terrace boxes

to TRAIN CLIMBERS

tiveness of the result—the vine or what it grows on. But who cares, so long as the result is a good one and the vine itself contented?

On these pages are four examples of practical vine supports, or important structural elements whose decorative value is enhanced by vines, whichever way you want to put it. They are all the work of Thomas D. Church, San Francisco landscape architect. And they are all simple as pie (once you've thought of them) and utterly practical. And naturally they're good to look at or there wouldn't be any point in talking about them here.

One test all of them pass (and this is important) is that of inherent decorative value in their own right. Even without vines, simply with the play of light and shade, or as simple architectural surfaces deriving their character from form and materials, they would be as sound ornamentally as they are appropriate functionally. And that's more than you can say for most fences or for any arbor or pergola ever built. Notice, too, how the backgrounds suggest new ways for the vines to grow. A climber may grow one way on a cedar post, but exhibit fresh talents when faced with a taut wire.





Here's a triple barreled affair Mr. Church worked out in the Sesnon Garden, San Mateo, Calif. A basic fence of horizontal redwood boards, battened with narrower boards behind, is accented with Cherokee Roses individually fastened. And, to hide a neighbors' house, pleached Chinese elm trees

PHOTOGRAPHS BY THOMAS D. CHURCH





Unlike the other three examples pictured, this one combines in one basic structure a solid board fence and a trellis for grapes. The fence "rails" are 2" wood rounds, fastened with pipe brackets to the framing uprights. To make the story even better, while the Allens, of Berkeley, made the trellis, it's the neighbors' fence!

BURLINGAME PUBLIC LIBRARY



Post laundries make woolens look like salvage shop merchandise. Wash his sweaters yourself. Trace outline on paper. After washing, ease to the right size on pattern and leave there until dry



If garment isn't labeled, make sure colors won't run before washing. Place a part of belt, say, in a bowl of lukewarm water for a few minutes. If water becomes thick and cloudy, don't wash



Elbow grease has no place in washbowl laundering. So don't rub fabric parts between hands to remove soil. A well-lathered soft brush loosens heavy soil without weakening fabric in that spot

Wash bowl LAUNDERING LAWS for brides and career girls

Come 194X you'll look back and laugh at yourself struggling with the family wash in a bathroom wash basin. But right now you can make it easier and the results better looking by following these hints

By Florence Paine

You hear all around you about that wonderful postwar world in which you toss the laundry into the automatic washer when you put on the morning coffee, and when breakfast is over the wash is ready for ironing—snowy white, rinsed, and rough dry. Dreams of such bliss seem pretty remote when you're sloshing socks, place mats, slips, blouses around a basin no larger than an oversize saucepan in a bathroom that may not even be yours exclusively, if you're a bride on the move or a neophyte career girl. But you still want everything to look as clean and beautifully pressed as when you lived under Mother's roof.

A few tricks of the trade may help you make your laundry bouts as successful as Mother's.

PHOTOGRAPHS BY FRED LERNER



Vigorous wringing distorts and weakens rayons, silks, woolens, adds wrinkles. Instead squeeze water out. Then roll in turkish towel and knead to remove excess moisture before hanging to dry



Things dried indoors often yellow, but bluing helps bring whiteness back. You can put flake variety in with the soap flakes and save a whole operation. Safe for silks, rayons, cottons, wool



Keep white cotton neckwear, hankies, gloves from taking on a dingy gray cast, even though they never benefit by sun's bleaching action. After last rinse, soak in a bleaching solution; rinse



WHAT YOU SHOULD KNOW ABOUT WASH BOWL LAUNDERING

You may think you know the ABC's of laundry lore backward and forward just because you've washed enough stockings and gloves to stretch round the world. But boning up on some basic rules may help you keep your prized linens white as alabaster, your husband from being miffed because you ruined his handknit socks the first time you washed them. So here they are:

Since you'd like most things to come out of the tub the same size as when they went in, you've got to watch the water temperature.

White cottons can take the *hot* variety safely. Wash colored cottons in warm water.

Silks and rayons respond best to *warm* water on the cool side. Hot water tends to shrink them and yellows silks.

When the water is neither hot nor cold, but *lukewarm*, that's the time to put in the sweaters, socks, and other woolens. Hot water can shave sizes off a wool garment in no time, and mat the softest wool sweater so that it can never be fluffed up again.

If you're under the impression that you can't develop a good head of suds in coolish water, start by making your lather in hot water and add cold until it feels comfortable.

It's twice as easy to remove dirt (with a minimum of soap and work) if the water is soft. So if you're not blessed with soft-like-rain water, buy a softener that won't harm fine fabrics. Put it in water just before you add the soap flakes or beads.

And speaking of soap, it's practically axiomatic to use a neutral gentle soap.

If your laundry duties include heavy, soiled, cotton work clothes, you'll have to resort to a stronger soap. And make certain that soap is completely dissolved before adding clothes.

. . . Never rub silks, rayons, woolens, but *squeeze* suds through garments. If clothes aren't clean after one sudsing, try a second.

. . . Almost the most important part of washing is the rinsing. For unless soap is completely out, neither whites nor colors will have that fresh, clear desirable look.

. . . Rinse in lukewarm water at least twice, or until water is unclouded. You can rinse a large wash quickly in the bathtub, if you don't mind bending.

. . . Don't wring woolens, silks, rayons.

. . . Learn the wonders of a little starch in making summer cottons stay clean longer, look crisper all the time. There's a wax-like product which can be added to starch. It eliminates the sticking and pulling which sometimes occur when starch has not been properly made. The addition of this special product makes it possible to iron clothes while slightly damp without waiting until they have dried thoroughly and then sprinkled—the usual procedure to avoid starch sticking to the iron.

Don't dress down to your job, but dress up to it in a floral chintz pinafore which sheds water, doesn't look limp after a long laundry session. Woven Whitney hamper from R. H. Macy & Co. Neat 'n Tidy apron

● Helen Markel Herrmann, [illegible] Beautiful's articulate Army bride, continues to air the tribulations of the GI brand of marriage. You will find both laughter and tears

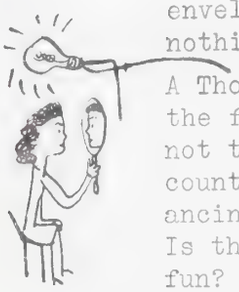


May 10, 1944.

DEAR E. G.:



It is the tenth of the month and I am once again a free woman. I have just put all the right checks for the right bills in the right envelopes, and I am feeling proud and pure and purged. There is nothing so virtuous as confessing to one's checkbook.



A Thought, the size of a 75-watt bulb, suddenly glinted at me. On the first of every month, in addition to looking over my bills, why not take a look at myself? A monthly statement of the private account of HMH by HMH. To see how she is making out. A kind of balancing of her spiritual checkbook: Did any plans bounce this month? Is the joint account of DUH and HMH in good shape? Insufficient fun? Or maybe overdrawn socially? Were any deposits made for the future?



A private Look-of-the-Month Club, see? A Once-Over-Monthly where I can step back and get some perspective on me. And, since you've been rooting for us ever since we merged, can it really be seven months already?, I'd like you to bend an ear and put in a word edgewise now and then. So until you stop me because you've heard it before, or because you haven't heard it before and don't want to, here goes. Here is Chapter One, Look-of-the-Month, June edition.



This was the month in which I tried (1) Hash and (2) A short story. To put it briefly and breathlessly, I made (1) hash of the short story, and (2) a short story of the hash

You won't understand the hash motif unless you happen to remember David's public passion for the stuff--very unsophisticated of him, I always felt, but rather touching. I suppose there is a dignity in extremes that gives even hash a kind of decadent grandeur.



Well, anyway. From the moment we were married David kept collecting hash recipes and distributing them hopefully around the house--the poor lamb--until the time came when I could no longer ignore the issue. Hash it would have to be.



I combined the beef and potatoes and things very deftly, I felt, for one my size and experience, (a judicious bay leaf here and there does great things for it) and browned the mess with the same loving care I devote to my own suntan. Then, flushed with pride and honest toil, I folded the whole business over, per instruction, like an omelet. And the fiendish thing collapsed like the Germans at Odessa!





I was bereft. I finally summoned enough strength to dump the tattered remnants into our best green casserole, set the table with the heavy straw mats David discovered in an old Mexican shop, and lit our tall yellow candles. Camouflage, see? The candlelight made nice designs on the piece de non-resistance and David was perfectly happy. So I guess it's not what you serve; it's the way you serve it. Why didn't you ever tell me?

As for the short story adventure, all my writing friends kept telling me that the first thing one does when one wants to write is to make oneself a Schedule to which one adheres like band-aid. I spent



(*Continued on page 62*)



David Selznick asked W. & J. Sloane, rich in the wisdom of what America wants, to decorate these sets. And so they become rooms typifying a home that people dream about

Hollywood's version of THE TYPICAL AMERICAN HOME

On this and the following pages you see the sets designed for the movie, "Since You Went Away," adapted from Margaret Buell Wilder's book of the same name. Study them. They show how Hollywood has faithfully caught the spirit of what America likes

This MOVIE SET . . . might be your home

You might have written the book, "Since You Went Away," which is the correspondence of a wife to her soldier husband. For your letters may be keeping alive the picture of such a home for someone far away. And this picture will sustain him

You may be disturbed by the familiarity of these sets, for their decoration is inspired by your own dreams of what you want a house to be. All of you planning for the future will love the Hilton home. Those of you who already have achieved it may be reaching out for something still better. But it is *so* typical, that W. & J. Sloane should be congratulated for having so successfully distilled the essence of true and good American living.

Even the characters are recognizable. Brig, with her collections, her getting under the starched exterior of the harrumphing Colonel, her stories about a drunken pumpkin who is fed on gin, might be your own beguiling youngest. Jan, lighthearted and lovely, but inscrutable with an eighteen-year-old's way of keeping her dreams locked up tight, could be your own daughter falling in love for the first time. And Anne! She's the kind of woman a man never stops being proud of, the kind of wife every woman would like to be. It is for this family that the sets were designed. They wrestle with the budget and come up undaunted. They know an aching loneliness for their husband and father that letters try to bridge, but can't quite. And yet their life is good. Just as yours is good.



The Hilton dining room is flooded with morning sunlight when Shirley Temple, as Brig, charms the Colonel with coffee and boiled eggs. The freshness of white net curtains and scenic wallpaper are American favorites

A bathroom should have lots of storage space for linens and it should be large enough to serve as a dressing room. American people are articulate about their desires, and here W. & J. Sloane shows us what they mean







This is the room that Anne gave up when Monty Woolley, the bearded ramrod Colonel, became her star boarder. Dear to the hearts of American families are dust ruffles, flowered chintz, non-belligerent stripes, and the electric use of blue as a bedroom color

When planning their house of the future, most people want the master bedroom to have the function of an upstairs sitting room. The fireplace and comfortable chairs in the Hilton room are all theirs when Brig and Jan have teen-age parties downstairs

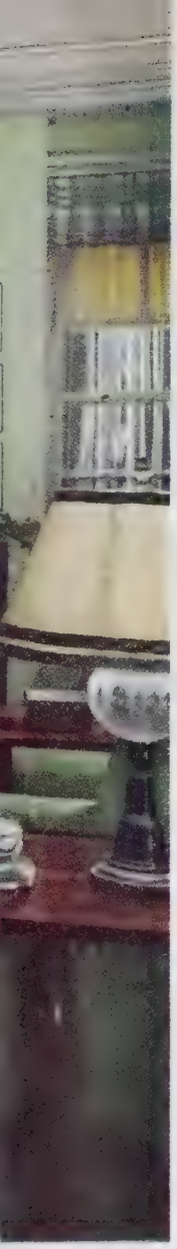
By PATRICIA DAVIDSON GUINAN

An interesting feature of the Hilton living room is the way it represents a national timidity. Because the living room is the public room, people are afraid to let themselves go in selecting bolder patterns, stronger color. This room is comfortable but restrained. Uninhibited decoration is saved for bedrooms





Above and at right are views of Brig's room. Here is the perfect setting for a tomboy. The plaid wallpaper, braided rug, and sandwich spread provide a practical but very gay background for her ardent collections of butterflies and school drawings. Even the furniture is right in scale for a young girl





Jan, played by Jennifer Jones of The Song of Bernadette fame, has a bedroom that is the ideal of many eighteen-year-olds. It is sophisticated but young; the colors are as gay as Jan's plans for swelling the family budget by hiring out as a "sitter" for Dayton's families

The dressing table skirt in Jan's bedroom matches the frothy window curtains, and is as full-ruffled as a Southern belle's party frock. Personal photographs, green ivy, and miniature animals are touches that make this room a common denominator of a young girl's fancy



PHOTOGRAPHS BY MAYNARD PARKER



The den is the room where Anne, played by Claudette Colbert, writes the letters to Tim, her soldier husband. And it is from these poignant and gay accounts of the family's doings that the movie, "Since You Went Away," is based. A paneled den, such as this, is part of most people's plans for their own homes, as it epitomizes sturdy comfort and warmth

Hollywood's version of THE TYPICAL AMERICAN HOME



ON CELEBRATING a GLORIOUS FOURTH in a FREE LAND

In good old American style mark the day of freedom with a picnic. Here's a menu to pack in a basket and take to the woods, or to serve on the terrace if you prefer to do your picnicking domestically in your own back yard

by M. F. K. Fisher

AUTHOR OF "HOW TO COOK A WOLF" AND "THE GASTRONOMICAL ME"

One summer day, in 1765, near Athens, the Reverend Doctor Chandler and his party sat themselves down to what he called in his book, *Travels in Asia Minor and Greece*, "A Pic-Nic on Mount Hymettos."

While two of his servants went in search of wild honey, others hacked down pine-boughs with their sabres and built a great fire, and then they "embowelled the carcass of a sheep fed on the fragrant herbage of Hymettos, and fixed it whole and warm on a wooden spit, which was turned by one of them sitting on the ground." Green pine boughs served as both tablecloth and plates, and they "fell to with knives or fingers, and a Greek, kneeling, circulated wine, pouring it into a shell. . . ."

That "Pic-Nic" is long gone, with all its fragrance of resin and roasting meat, and sun on the wild thyme and the thirsty bees. Now Mount Hymettos lies under a dark cloud—a real reason, it might seem, for us here in the light to celebrate our Independence Day with a picnic as nourishing to our spirits as to our bodies. It won't feed any small wan Greeks, of course, but it may give us strength to help fight for them, having spent one more golden day lying close to the earth, with people we like.

Picnics should always be for two people, usually in love, or for a great many, of all ages and natures. One way of telling whether an old man is a nice old man is to see how he acts on a picnic. And the same is true of a middle-aged woman and a young child. Either they frankly loathe such giddy gluttonous affairs and have the good sense to stay away from them, or they come and add to the sum total of enjoyment. (*Continued on page 75*)



COLOR PHOTOGRAPH BY EMELIE DANIELSON

Picnic food must be eaten outdoors, preferably with kindred spirits, toting the charcoal and basting the barbecue. Take to a breezy hill top, if you can, but if you can't, or aren't geared to pioneering with impromptu barbecue pits and brush fires, have your picnic on your own terrace. Mrs. Frances T. Heard, HOUSE BEAUTIFUL's Decorating Editor, sets the table by the garden wall with a monk's cloth cover (buy it by the yard and make your own) to keynote the sturdiness that all self-respecting picnic equipment should have. Plates and covered bowls are Fulper Pottery, from the Lunning Collection, set on lacquered wood trays, all from Georg Jensen. Glassware from W. & J. Sloane, and sterling silver in the "Troubadour" pattern from the Frank M. Whiting Co. are permissible and highly desirable refinements if you picnic close to home. Salt and pepper pears, Frank Knox. Outdoor furniture is "Amphibious Cypress," from the John B. Salterini Co.

House Beautiful's practical



It takes more than just tulips and daffodils to make a bulb garden. So House Beautiful asked a top-ranking authority to list 30 varieties with notes on care and use

Table and notes by T. A. Weston

CHECK THESE BRIEF NOTES BEFORE YOU BUY, STORE, OR PLANT BULBS

Buy good bulbs at the right time

• Some of the families in the chart at right are represented by scores of varieties, notably tulips, daffodils, and lilies. Dahlia roots are usually sold as dry roots in the spring or as green plants; lilies as fresh dug bulbs from October to December and, from storage, March to April. Gladiolus are sold as dry corms in spring; tuberous begonias dry and dormant from February to April. Eremurus are fresh dug in fall only; Hemerocallis fresh dug fall and early spring. Iris rhizomes are available from July to Sept., also early spring; bulbous iris in fall only. Colchicums and sternbergia as well as fall crocuses, dormant bulbs only, July to Sept. Lycoris squamigera and colchicums, usually August. Most other true bulbs are available from late Sept. to Dec. Buy good firm bulbs from a reliable dealer.

Store carefully those that need lifting

• Hardy bulbs do not require lifting until they begin to overcrowd. Lifting before foliage turns yellow is harmful, but can be done if necessary, heeling bulbs in temporarily until ripened. Never cut off green foliage. All such bulbs, including daffodils, tulips, hyacinth, etc., can be lifted when foliage is yellow. Dry in shade, never in sun. Clean and sort to size and keep in open boxes in cool cellar till fall, or they may be replanted as soon as dry and sorted.

Lift gladioli in early October; cut off tops to within 2″ of corm; dry in trays. Keep in cool cellar (45°-50°) in boxes. Individual varieties may be kept in paper bags. Pack tuberous begonias in sand and store at 50°-60°. Lift dahlias after frost kills them. Cut off stems to within 4″ of roots, dry and pack in boxes in cellar at 45°-50°. May be covered with dry soil or sand, not peat moss. Don't dry-store rhizomatous irises, eremurus, or other fleshy rooted perennials. Lift and divide when necessary and replant at once, also lilies, lycoris, daylilies. Handle other tender bulbs like gladiolus, but montbretias must never be dried out or kept warm.

Prepare the soil well; plant correctly

• Bulbs and tuberous rooted plants as a whole thrive best in a light silt (*Continued on page 77*)

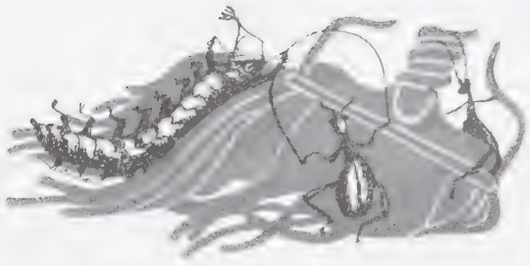
VARIETY	TYPE*	COLORS	IN BLOOM
Amaryllis (Lycoris)	H	Lilac pink	August
Anemone coronaria	H-H	Blue, red, white	May-June
Begonia (tuberous)	T	Reds, yellow, white	June to frost
Camassia	H	Blue, white	Mid-late May
Chionodoxa	H	Blue, white, pink	April
Colchicum	H	White, lavender	September
Crocus (fall or spring)	H	Blues, white, yellow	Fall or Mar.-Apr.
Dahlia (root)	T	All except blue	July-frost
Eranthis hyemalis	H	Yellow	Feb.-March
Eremurus	H	Buff, white, pink	June-July
Fritillaria	H	White, purple, red	May
Galanthus	H	White-green	Feb.-March
Galtonia	H-H	White	Late summer
Gladiolus	T	All shades	June-Oct.
Hemerocallis	H	Yellows to red	Late May-Sept.
Hyacinth (Dutch)	H	All shades	April
Iris (bulbs)	H-H	All exc. red	April-June
Iris (rhizomes)	H	All exc. pure red	May-June
Ismene calathina	T	White	July
Lilies	H	White, yellow, orange	June-Sept.
Montbretia	H-H	Yellow-orange	June-July
Muscari	H	Blue, white	April-May
Narcissi	H	Yellow to white	April-May
Ranunculus	H-H	Yellow to red	June
Scilla campanulata	H	Blue, white, pink	May
Scilla sibirica	H	Blue	April
Sternbergia	H	Golden yellow	Sept.-Oct.
Tigridia	T	Yellow to red	July-Aug.
Tulips	H	All	April-May
Zephyranthes	T	White, pink, yellow	June-Aug.

*H = Hardy. H-H = Half-hardy (protect in winter). T = Tender (lift and store).

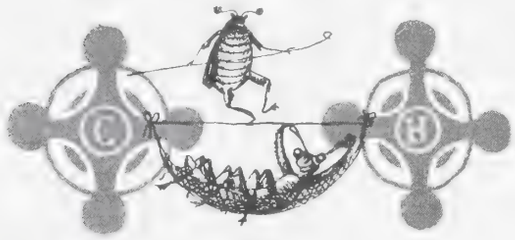
hart of 30 GARDEN BULBS

en in these days of bulb famine, there are dozens of varieties available to the gardener who is willing to study his ler's listings. But so confusing is the descriptive material l so heterogeneous, or plain inadequate, the planting facts vided, that the average flower lover becomes discouraged. an effort to suggest a workable program on which a great iety of individual selections might be based, HOUSE BEAUTIFUL has had this chart prepared by one of the country's ranking authorities and—more important—bulb lovers. Here, and in the accompanying factual notes, you'll find all you need to know about thirty true bulbs and related plants. It's not, of course, all you'll know after you have grown some of these. That kind of knowledge comes only of familiarity with the plants themselves. And that's what makes gardeners.

IGHT	DORMANT	SET: DEPTH	...APART	SPECIAL GROWING HINTS
8"-24"	Sept.-April	6"-8"	8"-10"	• Plant after flowering. Borders, semi-shaded shrubbery
3"-12"	July-Oct.	3"-4"	4"-6"	• In groups, semi-shade. Plant spring, north; late fall, south
0"-15"	Oct.-March	2"	12"-18"	• Start in warm room, Mar.-Apr.; Set out semi-shaded border in late May
2'-3'	July-Sept.	6"-8"	6"-10"	• Little known native. Singly or clumps; open, dry spot
4"-6"	July-Sept.	3"-4"	3"-4"	• Glory-of-the-Snow: Increases rapidly in open border, rockery
3"-12"	July-August	6"-8"	8"-10"	• Groups or drifts, open woods, etc. Foliage will appear from May to July
4"-5"	June-Sept.	4"-5"	4"-6"	• Groups. Plant fall types, Aug.-Sept.; Spring types, Sept.-Oct.
2'-6'	Frost to May	6"-8"	3'-5'	• Full sun: Beds, borders. Plant roots May-early June. Stake
2"-3"	May-Sept.	2"-3"	3"-4"	• Winteraconite: Group in border or rockery. Naturalizes well
4'-6'	Oct.-Nov.	4"-6"	3'-4'	• Foxtail Lily: Open, well-drained border, plant in fall. Better mulch lightly
0"-12"	July-Oct.	3"-4"	4"-6"	• Moist location; part-shade. Crown Imperial bigger, less hardy
4"-8"	July-Nov.	4"-5"	3"-4"	• Snowdrop: Borders, woodland. Plant Oct.-Nov; leave for years
3'-4'	Oct.-April	6"	7"-8"	• Summer Hyacinth: Remains indefinitely if protected. Give good drainage
3'-5'	Oct.-July	4"-6"	6"-8"	• Plant mid-April-July for succession. Sun. Cool, dry storage
8"-4'	—	Crowns 3"	2'-4'	• Daylily: Sun or semi-shade. Divide roots fall or spring
"-10"	July-Sept.	8"-10"	7'-8"	• Open beds or borders. Plant deep Oct.-Nov. and let alone
"-18"	July-Oct.	6"	6"	• Plant Oct.-Nov. Protect with litter in winter
3"-4'	—	1"-2"	6"-3'	• Divide and replant after blooming to August
3"-24"	Oct.-May	6"	8"	• Peruviandaffodil: Plant groups mid-May; lift and store after frost
2'-6'	Sept.-Nov.	6"-12"	6"-15"	• Large, diverse family. Check varying types and requirements
"-24"	Oct.-March	4"-6"	4"-6"	• Plant groups Mar.-Apr. Lift Oct.; pack in boxes of sand. Bury 12"
"-6"	June-July	4"	3"-4"	• Grape hyacinth: Plant early (or up to Dec.). Fine for rockery, borders
"-18"	July-Nov.	6"-10"	3"-6"	• Daffodils, etc.: Rockery, border, open woods. Lift, replant every 3-4 years
"-18"	July-April	3"-6"	6"-8"	• Well-drained sandy soil, semi-shade. Fall, south; spring, north
"-18"	July-Sept.	6"-8"	6"-8"	• Naturalize in open woods, or groups in semi-shade
"-6"	July-Sept.	4"	4"	• Group in open border or rock garden. Multiplies well
6"	June-August	6"	6"-8"	• Foliage follows flowers, lasts till June. Good in partial shade
"-18"	Oct.-April	4"-6"	6"	• Groups in sandy soil, April. Lift early Oct.; store dry
"-24"	Late June-Oct.	6"-12"	4"-6"	• Open beds or borders. Plant large bulbs deeper. Replant every 2-3 yrs.
"-8"	Sept.-April	3"-4"	3"-4"	• Quick, persistent bloomer. Plant in spring. Lift Sept.; store dry



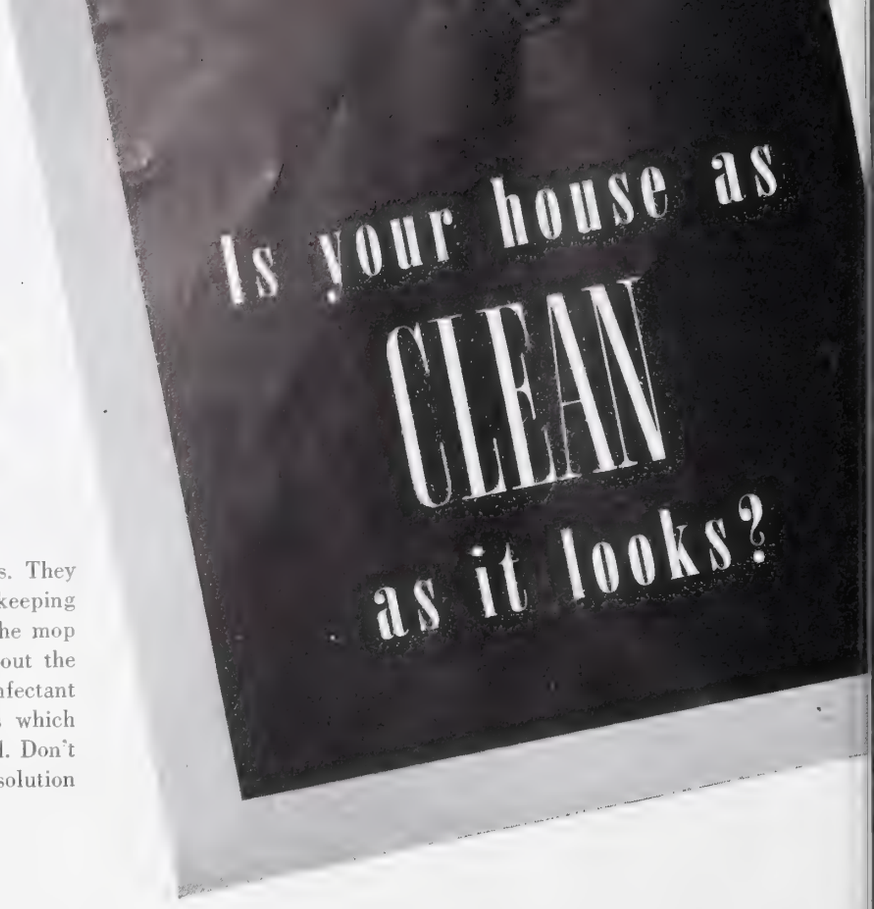
DUST MOPS are the forgotten men in some households. They do *their* job of picking up dust. But do you do yours in keeping them really clean? It's hard on the neighbors to shake the mop out of the window. But your vacuum cleaner will suck out the dust efficiently. Then for safety's sake wash it in a disinfectant solution. There's a disinfectant with detergent qualities which can be used without adding soap, if mop is not too soiled. Don't neglect to soak the dustcloths and brushes in a similar solution



FAUCET HANDLES and door knobs look innocent enough. But they may be the means of transmitting disease, too. Children have a way of getting their fingers into everything and then popping them into their mouths. You can't be a nagger! So make it a practice to wipe door knobs, faucet handles, sills, light switches, woodwork with a disinfecting solution regularly. There's no conclusive evidence that telephone transmitters are breeding places for germs. But it seems more sanitary to disinfect them occasionally



GARBAGE CANS and kitchen waste baskets don't always get the attention they should. It's particularly important in summer to keep such equipment clinically clean. Let a disinfectant solution stand in your garbage can for 15 minutes once a week. Then dry it and air in the sun. The deodorizing effect of a disinfectant, plus sunshine and fresh air, will make you think you're not such a bad housekeeper after all. Follow the manufacturer's proportions for disinfecting solutions and avoid their over-use

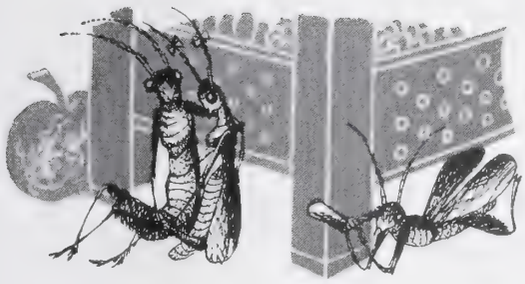


It may look spotless but still be fertile ground for germs. Use of a disinfectant will help you reduce the possibility of infection in your home

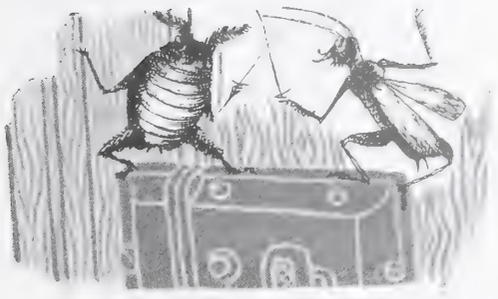
Most parents wouldn't hesitate to run before a moving vehicle to save their child from being killed. But they may overlook the less obvious dangers lurking right in their own homes in the form of disease-bearing germs. Some startling facts have been revealed in recent tests made to isolate germs and bacteria in the average household. According to Dr.



SICKROOM PARAPHERNALIA should be handled with special care so no infection is spread. All china, silver, trays, utensils should be disinfected in a special solution. Be sure to rinse everything thoroughly under warm, running water, to remove any odor. The hot water used in laundering, plus the heat of the iron, usually is sufficient to kill most germs on towels and sheets. But the extra precaution of soaking sickroom bed linen, towels, etc. in a disinfecting solution before washing is wise and worth following



VEGETABLE BINS are dust and dirt collectors which people clean in the most cursory way. The casual care which most vegetable bins receive is alarming when you consider the amount of dirt brought in on vegetables from the green grocer's. Wipe them often with soap and water. Bins made of enamelware or metal can be washed with a disinfectant, provided they are well-rinsed. Avoid disinfectant on bins made of a porous material which absorbs odors and, in turn, transmits them to fruits and vegetables

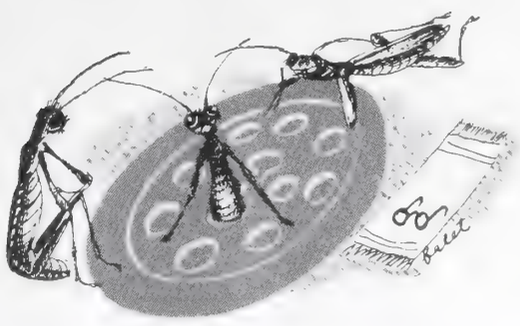


KITCHEN CUPBOARDS are usually neglected unless the shelf paper gets pretty dog-eared. But don't wait for the shelf paper to disintegrate before you make every dark corner of the kitchen fresh as a daisy. Dust gathers even if you do keep the door closed. There's an oil soap with a pine scent which will make your kitchen as pleasant to work in as a pine forest—a good escapist trick if you're spending your vacation at home. You just dissolve the liquid oil soap in warm water and then watch it work

Emil Klarmann, an authority on disinfectants, household dust may be harboring that deadly germ, the streptococcus, which is responsible for infections ranging from scarlet fever to septic sore throat. And the germ is a strong fellow capable of surviving in the dust a long time. That arch-enemy, the influenza virus, has been found to live several weeks in household dust without losing its potency to infect. The fungus infection commonly known as Athlete's Foot is very readily picked up even by healthy individuals, says Dr. Klarmann, on shower floors, bathmats, bathroom floors, unless they are disinfected. So your house may not be as clean as it looks! But you can go a long way toward preventing the spread of infection in the home by disinfecting it regularly, by simply adding a disinfectant to your cleaning water. It's comforting to know you're doing all you can.



DISH CLOTHS sour quickly in summer and give the kitchen an unpleasant rancid odor. Avoid this by washing dishcloths, dish towels, the wash cloths from the bathroom in the usual way. But rinse them in a chlorine solution which bleaches as it disinfects. The result will be fresh-smelling cloths, several degrees whiter! Chlorine bleaches can only be used safely on white cotton fabrics. But they're good too for removing yellow stains from porcelain refrigerators, sinks. Use for disinfecting lavatory bowls, too



SHOWER FLOORS, bathroom floors, bath mats may be breeding places for athlete's foot or ringworm, a highly irritating and sometimes difficult-to-cure skin infection. Dr. Emil Klarmann suggests the regular mopping of bathroom floors, shower floors with a disinfecting solution, occasional soaking of bathmats in a disinfecting solution, before washing as a preventive measure. If infection has occurred, avoid reinfection by soaking socks of infected person in disinfectant solution; wipe insides of shoes with same



CHILDREN'S TOYS are revealing things. Mothers whom you thought meticulous housekeepers will let their children play with toys which look as though they'd been buried in the coal bin. Blocks and other painted toys can be washed as easily as woodwork, so there's no excuse for dirty toys, which may be germ bearers! Non-washable fabric toys can be kept clean if treated frequently with dry-cleaning fluid. In fact, the nursery is a place where disinfectant in the cleaning water is vitally important

DRAWINGS BY JAN BALET



The idea of facing a fireplace with tiles is not new, but Carole Janeway's frieze of new, modern tiles give a contemporary freshness to an old trick. Each forms part of the whole picture. House of Mrs. Peter Rubel

Is your taste contemporary or traditional? Compare these old Delft biblical tiles from the Metropolitan Museum with the ones above. So permanent an architectural feature as a fireplace deserves lasting art

COURTESY OF THE METROPOLITAN MUSEUM OF ART

TILES..a reviving art form

Ornamental tile is an ancient art form that's been snubbed for years. But good modern design and new uses are giving it back its glory

Ornamental tiles, glowing with color and pattern, have come to life again. Americans, used to thinking of tile as the hard-working Cinderella that covers kitchen and bathroom walls, have almost forgotten that this easily cleaned, slick surfaced ceramic can be decorative as well as utilitarian and is, in fact, a fine art. Roman, Moorish, Spanish, and Dutch artists used the pottery surface of tile as a canvas, painting on it their exquisite designs. It was the Victorians who put ornamental tilework in a temporary grave, tiling everything from their horrendous brown and red vestibules to their raucous green fireplaces, always with a fine disregard for good design. Happily, modern artists are rediscovering the art of tile making. Here you can see how they're giving an ancient art form free-drawn contemporary design and new usefulness for modern living.



Carole Janeway designed fruit-patterned tiles to take the place of metal or plain wood pulls on this bleached wood chest, thereby taking advantage of all virtues tile has to offer. Handles are easily cleaned as well as colorful

Four South American scenic tiles, made in the Brazilian workshop of artist Paulo Rossi Osir, are the kind of art that's worth framing. Brazilians call them "azulejos." Tiles, from First Import Corp. Frames, F. A. R. Galleries



FIVE PHOTOGRAPHS BY RICHARD AVERILL SMITH



Carole Janeway's table tile is a modern version of Grandma's tea tile, made ample enough to hold large dishes and handsome enough to be a centerpiece. Tile designs are painted by the artist on a pottery base, then glazed and fired at high temperature



Since moderns are sticklers for making beautiful things useful, Carole Janeway sinks nine of her tiles in the top of a bleached wood coffee table, producing a complete, colorful picture and a practical surface. All Janeway tiles are from Georg Jensen

By
SARA LITTLE

HOUSE BEAUTIFUL'S

FLOWER PEST CONTROL CHART

Know what kind of trouble to expect with what kind of plant; then use the simplest control. Here is the vital data on 25 favorite plants

AFTER NAMES OF PESTS: 1–SUCKING INSECT; 2–CHEWING INSECT; 3–FUNGUS OR DISEASE

PLANT ↓ / PEST →	APHIDS-1	ASIATIC BEETLE-2	BLACK SPOT-3	BLIGHT-3	BLISTER BEETLE-2	BORER (IRIS)-2	BORER (STEM)-2	CANKER-3	CHAFER-2	CHINCH BUG-1	CROWN ROT-3	CUCUMBER BEETLE-2	CYCLAMEN MITE-1	FLEA BEETLE-2	JAP BEETLE-2	LACE BUG-1	LEAF HOPPER-1	LEAF MINER-1	MIDGE-1	MILDEW-3	PLANT BUGS-1	RUST-3	SLUG-2	SPIDER MITE-1	THRIP-1
ANEMONE (JAP)				P-Δ																					
ASTER (ANNUAL)		P		P-Δ											Δ	Δ				Δ					
ASTER (HARDY)		P		P-Δ			P-Δ								Δ					Δ					
CALENDULA	N			P-Δ																Δ					
CAMPANULA	N																								
CHRYSANTHEMUM	Δ									Δ					Δ	Δ			S	Δ			S		
COLUMBINE	N					Δ											NX								
COSMOS						Δ				Δ															
DAHLIA						Δ								P-Δ		Δ			Δ	Δ					
DELPHINIUM	N		B						B		N						NX		N						
FOXGLOVE	Δ	P						P-Δ																	
GLADIOLUS	N				P															N				T	
GRASS									ND					M											
HOLLYHOCK						Δ		P-Δ												Δ	Δ	Δ			
IRIS							Δ																		
LILY	N			B																					
MARIGOLD		P												P											
NASTURTIUM	N																			N					
PEONY				B	P			P																	
PETUNIA	Δ	P											Δ												
PHLOX				D															S				S		
ROSE	Δ		Δ				Δ	P-Δ						P-Δ		Δ		ND	Δ			Δ			
SHASTA DAISY					P-Δ					Δ										Δ					
SNAPDRAGON				B																	V-S				
ZINNIA														P		Δ				Δ					

KEY TO PEST CONTROL:

P = HAND PICK
Δ = 3-WAY (ALL PURPOSE) SPRAY
N = NICOTINE SULPHATE SPRAY
S = SULPHUR DUST

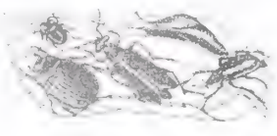
NX = NICOTINE SULPHATE SPRAY & DESTROY AFFECTED LEAVES
&Δ = 3-WAY SPRAY EARLY
B = BORDEAUX SPRAY
T = TARTAR EMETIC SPRAY

ND = NICOTINE DUST ON GROUND
M = APPLY "MILKY DISEASE" SPORES
ΔD = 3-WAY SPRAY EARLY; CUT OUT INFECTED RHIZOMES
V = PLANT ONLY RESISTANT VARIETIES

THIS IS WHAT SOME OF YOUR WORST GARDEN ENEMIES LOOK LIKE

• Know your pests, yes. But be realistic about the job of control. A good 3-way or all-purpose spray compound, regularly applied, is best for most flower pests. Bordeaux powder, Black Leaf 40, and fine dusting sulphur are useful to have for special needs

Chewers: stomach poison



• Left to right: flea beetle and round holes; Asiatic garden beetle, blister beetle, slug, chafer

Suckers: contact poison



• Left above: leaf hopper; below, tiny thrip and tinier spider mite. Right, a tarnished plant bug

Diseases: use fungicides



• Left to right: powdery mildew and black spot, both on rose. At right, blight sometimes on peony

HOUSE BEAUTIFUL'S

VEGETABLE PEST CONTROL CHART

Be ready for trouble before it strikes; then make the first move. Thoroughness and timing are more important than amount of control

AFTER NAMES OF PESTS- 1–SUCKING INSECT; 2–CHEWING INSECT; 3–FUNGUS OR DISEASE

PLANT ↓ / PEST →	APHIDS-1	ASPARAGUS BEETLE-2	BLIGHT-3	BLOSSOM-END ROT-3	CABBAGE WORM-2	CABBAGE LOOPER-2	COLORADO BEETLE-2	CORN BORER-2	CORN EAR WORM-2	CUCUMBER BEETLES-2	CUTWORM-2	FLEA BEETLES-2	HORN WORM-2	JAP. BEETLE-2	LEAF HOPPER-1	LEAF MINER-1	MAGGOTS-2	MEX. BEAN BEETLE-2	RUST-3	SCAB-3	SMUT-3	SQUASH BUG-1	SQUASH BORER-2	THRIP-1	WILT-3
ASPARAGUS		R											P					V							
BEANS	R		V										P				R	V							
BEETS															X				L						
BROCCOLI	R				R	R				C	R					D									
BRUSSELS SPROUTS	R				R	R				C	R					D									
CABBAGE	R				R	R				C	R					D									
CARROTS			B													G									
CAULIFLOWER	R				R	R				C	R					D									
CELERY			B													G									
CORN								R	O											X					
CUCUMBER	R									R											P	R		N	
EGGPLANT			B				Æ					Æ													G
MELONS	R									R											P	R		N	
ONIONS																							R		
PEAS	R																							V	
PEPPERS	R																								
POTATO	Æ·N		B				Æ					Æ			Æ·N				S						
PUMPKIN	R									R											P	R		N	
RHUBARB													P												
SOYBEANS													P												
SPINACH	R											R			X										
SQUASH	R									R	·										P	R		N	
SWISS CHARD															X										
TOMATO	R			W							C	R	P												W
TURNIP	R															G									

KEY TO PEST CONTROL:

R = ROTENONE SPRAY OR DUST
P = HAND PICK
V = USE RESISTANT VARIETY
X = REMOVE INFESTED PART

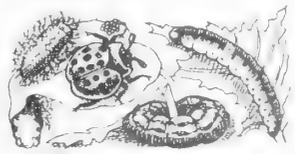
L = ADD LIME
C = PAPER COLLAR
D = PAPER DISC AT BASE
G = CHANGE PLANTING GROUND
O = CORN OIL ON SILK

N = NICOTINE DUST
B = BORDEAUX
Æ = CALCIUM ARSENATE & BORDEAUX
S = ADD SULPHUR FOR ACIDITY
W = WATER IN DROUGHTS

MANY OF THESE PESTS SPECIALIZE IN THE VEGETABLE GARDEN

• Aphids, of course, are both flower and vegetable pests, and come in all colors. Many others eat indiscriminately. But a good rotenone dust or spray is the basis of a vegetable pest control program, with cryolite as a new substitute, and arsenic, bordeaux

Pick, poison, trap these:



• The insatiable Mexican bean beetle (larva, pupa, egg mass, adult). Cutworm, tomato worm

Poison, suffocate, remove:



• Squash bug, sucking insect, left. Leaf miner (on spinach) and aphids (colony, winged adult)

Insects carry diseases, too



• Cucumber beetles, left, carry and spread wilt on cucurbits. Smut and rust bad on corn, beans

BURLINGAME PUBLIC LIBRARY

A Music QUIZ

The odd questions are rather easy; the even questions are a little more difficult. Take your choice; find out how much you know

By RICHARD WILLIAMS



1 . . . What famous pianist who died not long ago was once Premier of Poland?

2 . . . In the following sentence substitute the names by which these symphonies are generally known: "In a *Beethoven Sixth* landscape, he saw a *Tchaikovsky Sixth* sight: a *Schubert Eighth* building. It was like a *Haydn Forty-fifth* to the *Dvorak Fifth.*"

3 . . . Was George Sand a man or woman; with what composer associated?



4 . . . We talk of the Philharmonic Symphony. What does "philharmonic" mean?

5 . . . How many operas did Beethoven write?

6 . . . In which operas do these flowers play a part: a daisy, a rose, a lilac bush?

7 . . . The grandfather of a popular movie actor was a famous violin teacher. He taught Heifetz and Elman. What is the name of the movie actor?



8 . . . How long do you think the *Star Spangled Banner* has officially been our national anthem?

9 . . . Name two composers of foreign birth who visited this country.

10 . . . Who wrote the words to Grieg's famous song, *I Love Thee?*

11 . . . What conductor always conducts without a score?



12 . . . Is the old favorite, *Home Sweet Home*, an English or American song?

13 . . . What does "vamp" mean?

14 . . . The following is a quotation from *A Study in Scarlet:* "Leaning back in his arm-chair of an evening, he (Sherlock Holmes) would close his eyes and scrape carelessly at the fiddle which was thrown across his knee. Sometimes the chords were sonorous and melancholy. Occasionally they were fantastic and cheerful." Deduce from this why Conan Doyle was not familiar with violin music.



15 . . . What instrument does each of the following play: Goodman, James, Horowitz, Menuhin.

16 . . . Who said, "Music hath charms to soothe the savage breast."?

17 . . . Unscramble the following compositions:

Mozart's *Eroica* Symphony
Verdi's *Don Giovanni*
Beethoven's *La Forza del Destino*

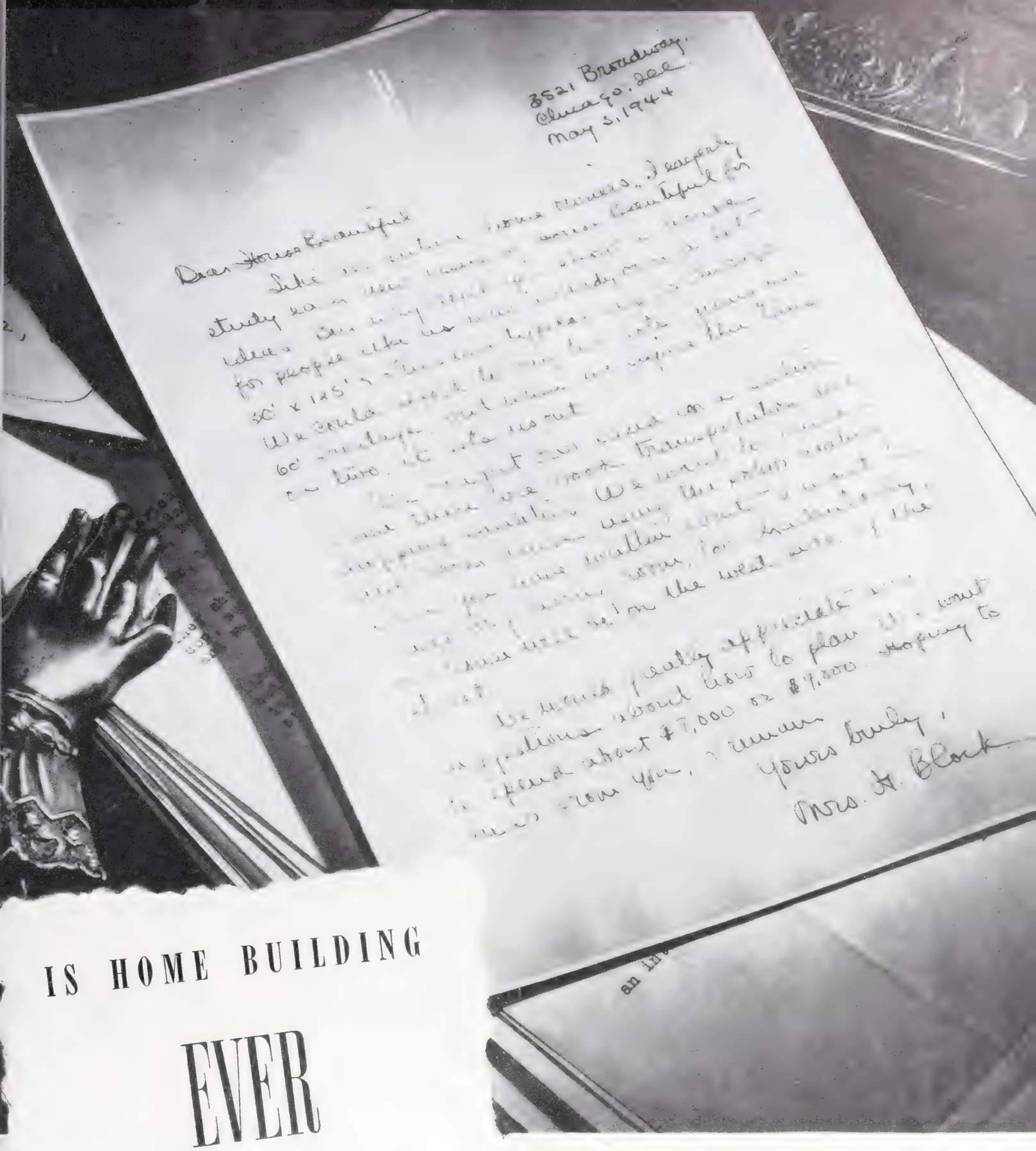
18 . . . Which two famous composers were deaf?



19 . . . Was the *Blue Danube Waltz* written by Johann Strauss senior or junior?

20 . . . Name two musical compositions which are always performed with the audience standing.

(*For the answers turn to page* 71)



IS HOME BUILDING EVER UNDESIRABLE?

A reader puts her finger, unconsciously, on a serious blight that robs homeowning of some of its major assets. Read her letter. Is the situation in your city like hers? See what we recommend



DON'T BE SATISFIED with half a

How much land does a house need around it to be a home, in the fullest sense? House Beautiful believes that a 30-foot lot is not wide enough to permit the fullest flowering of home enjoyment. We recommend the reader sell that lot now

The street of relatively new houses, pictured above, might be in any of 15 or 20 big American cities. It might be in Detroit, St. Louis, or San Francisco. And it certainly might be in Chicago, where our petulant reader whose letter you have just read, lives and owns a lot. It may be on such a street that you now live, or mean to live. But we hope not.

For HOUSE BEAUTIFUL is irrevocably against this kind of home-owning. When we say this, we realize that we may be stepping on the toes of people who may possibly think they have a full loaf of happiness in just such tightly packed houses. But future home-owners should face facts—even though present home-owners may be unwilling to, since the realities are hard to bear if they



DRAWING BY GEORGE COOPER RUDOLPH

loaf in a home

reveal old decisions as unwise. Who likes to admit a mistake?

But it is undeniable that the narrow lot has been the greatest evil in residential development in our cities. Houses built on such lots are robbed of light and air by their neighbors' houses. And the whole neighborhood is cheated of privacy—privacy from other people's noises, smells, and habits of living, which are some of the most potent reasons for wanting a home of your own.

Proper house plans cannot be designed for such lots. Rooms must be arranged in a long, narrow, oblong form, with all circulation passing through one room to another, or with all rooms planned on a long, dark hallway, thereby wasting for passageway space what ought to be used for living. It generally means that some rooms have to face the dark, middle reaches of the house, with an outlook facing nothing more favorable than the wall of the next house or, worse, the windows of the next house.

Such lots create a problem of garage placement, too. If the full width of the lot is used for the house, then a garage is out of the question. If a garage is made a part of the house frontage, it robs rooms of the precious exposure to sun and air they deserve. A deep, rectangular shape for a single house is wasteful of materials, for such a house has no more in living advantages than a row house. Yet it costs more, without making a proportionate return to the owner in comfort or convenience.

Our reader's hopes of enjoying the advantages of solar heating are out of the question on such a lot, for the next house would effectively stop the rays of the sun from entering the windows on the south.

Last, but not least, houses built on such lots are blighted economically before they are even finished, since they are not good houses according to the standards of good living commonly held over the last 15 or 20 years. For remember, comparably priced houses will be built outside the city limits, on bigger pieces of land, where taxes are lower, and they will have a better re-sale value than cramped houses without the 20th century assets of light, sun, air, privacy, and modern planning. For we may as well face this fact: houses that are hard to resell are not worth what they cost. And houses built by such old-fashioned precepts will be increasingly hard to sell as time and progress march on.

Our recommendation (that our reader sell her lot within the city limits, and buy another outside the corporate city limits of Chicago where taxes are lower, and the same sum of money will buy more land) is not new or original. Within the last decade, the Census reveals that 147,458 white persons made their exodus from within the corporate city limits of Chicago to outlying suburbs. And the net increase in Chicago's population within the same period was only 20,370.

This trend out of the city is not because Chicago is built up. There are twelve square miles of vacant lots in subdivisions, and there are six square miles of vacant acreage suitable for new residential building—all within the city limits and all closer to the breadwinners' jobs. Bad subdividing and too heavy taxes have caused this trend, and caused workers in Chicago to spend longer hours each day traveling to homes more decent than the city can provide inside the corporate limits.

What is true of Chicago is also true of too many of our biggest cities. These city governments are really cheating themselves of necessary revenues by allowing these conditions to persist. If such conditions continue our municipal governments are headed for bankruptcy.

As a property owner—either present or future—you should be concerned with two civic problems in your town: the reform of real property taxation, and the rehabilitation of blighted, or doomed-to-be-blighted residential areas. They are very real influences in your future life. They touch the smallest things in your life—the quiet of your sleep, the sun on your breakfast table, the flowers you grow, the size of your bank balance.



The lanai in the Los Angeles home of Miss Kay Francis spreads fanwise between the living ell of the house and the garage and service wing



PHOTOGRAPHS BY MAYNARD PARKER

When the glass doors are opened, the lanai becomes part of the patio. A glass roof makes the place perfect for sun-bathing or star-gazing. Inside awnings provide shade when needed



Thanks to glass, the lanai has an outdoor quality even when the sliding walls are closed, as they are here. No wonder that broader windows head the must list of home planners



Spaciousness and a sheltering roof make it possible to enjoy more livable furnishings than you'd ever have trusted on a porch or unproteoted terrace. Note the ledge for plants

THE LANAI (pronoun —a future builders

The American ardor for sun worship and outdoor living increases. We forecast the popularity of a kind of porch-living-room which makes it easy to enjoy indoor comforts outside

By Susan Mathews

Study this new kind of open air living room if you're one of the millions of American sun-addicts who insist that future homes have more extensive provision for outdoor living.

We call it a lanai, because it bears so strong a





Miss Francis entertains, eats, lounges, and sun bathes on the lanai, and the glass roof gives it the extra function of a conservatory. Tom Douglas was the decorator here

ced lah-nī)

trend for home and remodelers

resemblance to the traditional Hawaiian living porch of that name. Built on to the house and hung with greenery, it unites indoors and outdoors.

One American rendition of the lanai, shown here in the Los Angeles home of movie star Kay Francis, eclipses the Hawaiian version in its complete closeability, taking full modern advantage of the protective as well as the sun- and light-carrying qualities of glass. Sliding glass doors and a glass roof which may be shaded by inside awnings make it an all-weather living room, capable of being closed in against bad weather or opened into the garden. James Sullivan was the architect.

If you've ever invested in expensive terrace furniture, only to find it deteriorating sadly after a couple of seasons of sun, rain, and dust, you'll appreciate an outdoor area like this which can be furnished elegantly, even including lamps, accessories, and draperies, without an upkeep worry.

FOR REMODELERS

3 LANAIS FOR 3 DIFFERENT STYLES OF HOUSE



• Modern houses, usually designed with outward-looking characteristics, take the addition of a lanai most gracefully. Trellised overhangs extend from the roof to hold climbing vines for shadiness. Folding screens furnish side shelter



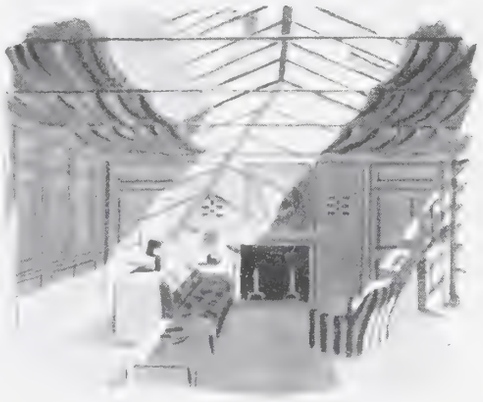
• Cape Cod lanai follows the simple salt box lines of the main house and spreads into the dooryard. Sliding glass doors are multi-paned. Lanai greenery is trained on poles to creep over the roof. Inside draperies provide shade



• Tudor type lanai conforms to the architecture of the main house with a gable roof and lath-and-stucco finish. The mullion window walls slide back. The barbecue-minded might include a fireplace and outdoor eating facilities

DRAWINGS BY GEORGE COOPER RUDOLPH





Protected as it is from dust and rain, a lanai may be furnished as a room, with complete and lovely accessories. This one, paneled to conceal cooking facilities, is treated like a library



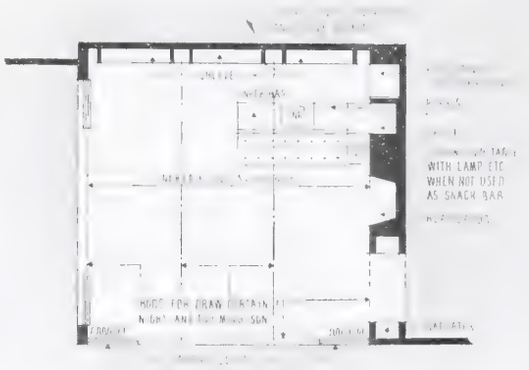
Lifting sash in the glass roof is designed to open for airiness in fine weather and to let accumulated warm air escape. Inside awnings on ceiling and draperies on walls draw for shade

THE LANAI—FUTURE TREND FOR HOME BUILDERS AND REMODELERS

By Frances T. Heard

The lanai sketched here was designed by Cameron Clark to show you how perfectly equipped this kind of porch-living-room can be to take care of almost every conceivable outdoor living need. It is no hazy future dream, for many of its features have already been built into similar lanais in California, where the technique of sun bathing, eating, drinking, and entertaining in the fresh air is the most highly developed in the country.

A glass roof and the sliding glass walls flood the place with light and give the shelter that makes it possible to use more beautiful, livable outdoor furnishings than ever before. An electric stove, built into the wall, is concealed by paneling. Refrigerator, grille, sink, and snack bar are enclosed in the slide-top unit that becomes a sofa table when closed. In winter the lanai can become a library-sunroom heated by a circulating fireplace and concealed radiation, so it's no mere summertime luxury. See plan below.





MEET YOUR NEW NEIGHBOR . . .

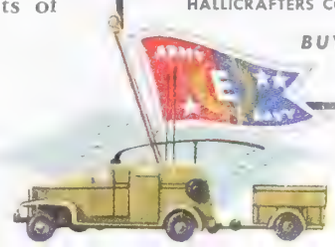
India is the meeting place of the Orient and the Occident. Land of Rajahs and snake-charmers, of snow capped mountains and steaming jungles, it is a nation of many contradictions and seeming perplexity. . . . But, many countries are unusual and mysterious only because they are not known. Familiarity makes for understanding; and, understanding and appreciation of the peoples of a foreign land, and their problems, will go a long way to insure a better peace. . . . Easiest, most fascinating way to learn about your World Neighbors is with shortwave radio. An almost instantaneous means of reaching any nation, you can study the events that are making history even while they occur. . . . Builders of the world's best shortwave radios, Hallicrafters will incorporate in your postwar shortwave receiver the results of over fifty million dollars' worth of war research and development.



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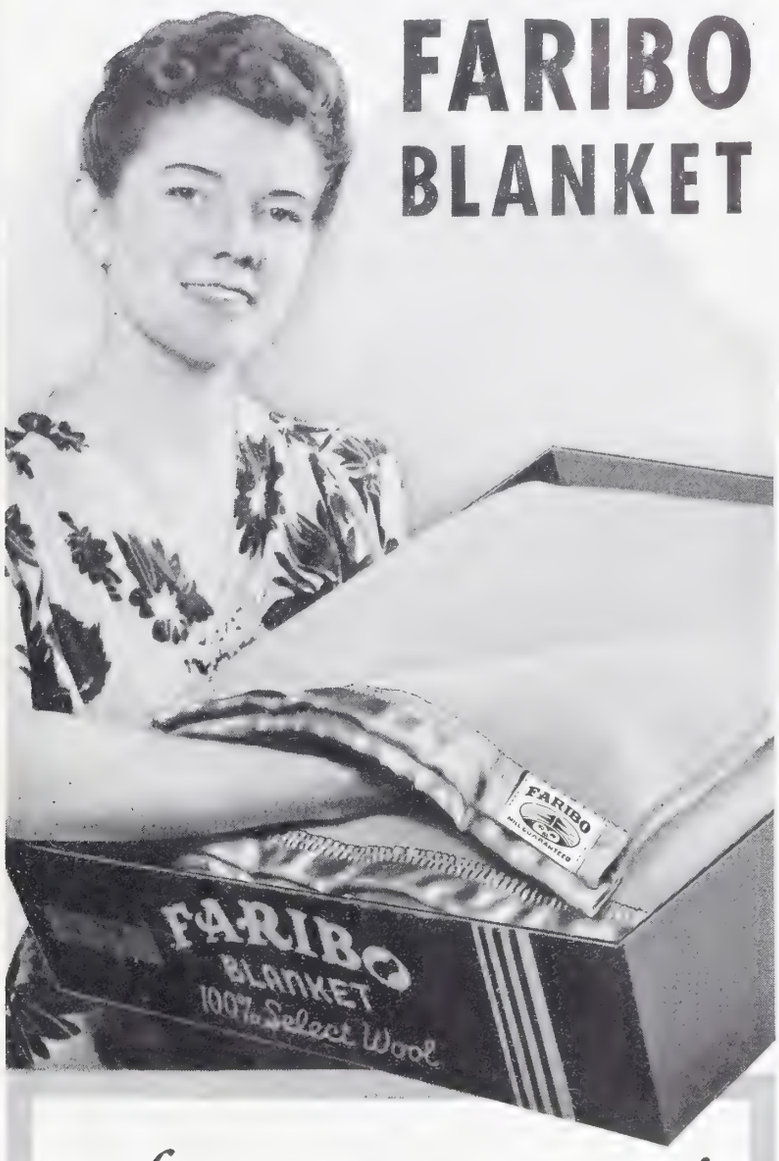
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Who said you can't get an

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FARIBO BLANKET



of course you can!

The 100% virgin wool Faribo Blankets you've loved are back again. Back with the same light touch for sheer comfort as you sleep, the same exquisite beauty in their deep-tufted pile.

Revel in Faribo luxury knowing you're buying loveliness that lasts and lasts. It's *practical* loveliness, woven to stand with good grace the steady use you'll give it. Like the thorough-breds they are, your all-wool Faribo's keep their rich beauty through years of service.

You'll find virgin fleece Faribo Blankets at your favorite department store, in regular size, in an ample variety of colors—so you can carry out your favorite color scheme.

FARIBO WOOLEN MILLS

FARIBAULT, MINNESOTA

CONTINUED FROM PRECEDING PAGE

together. They test the springs in sofas, observe the state of the upholstery. And all this time they're doing something that most amateurs lightly disregard until it's too late: they calculate what repairs or renovations will cost them and how much trucking charges will be to remove the furniture from the scene of the sale. Because at auctions once you've bid in an item, it's all yours, including the problem of getting it off the premises within twenty-four hours. At small sales you and the furniture are expected to leave together.

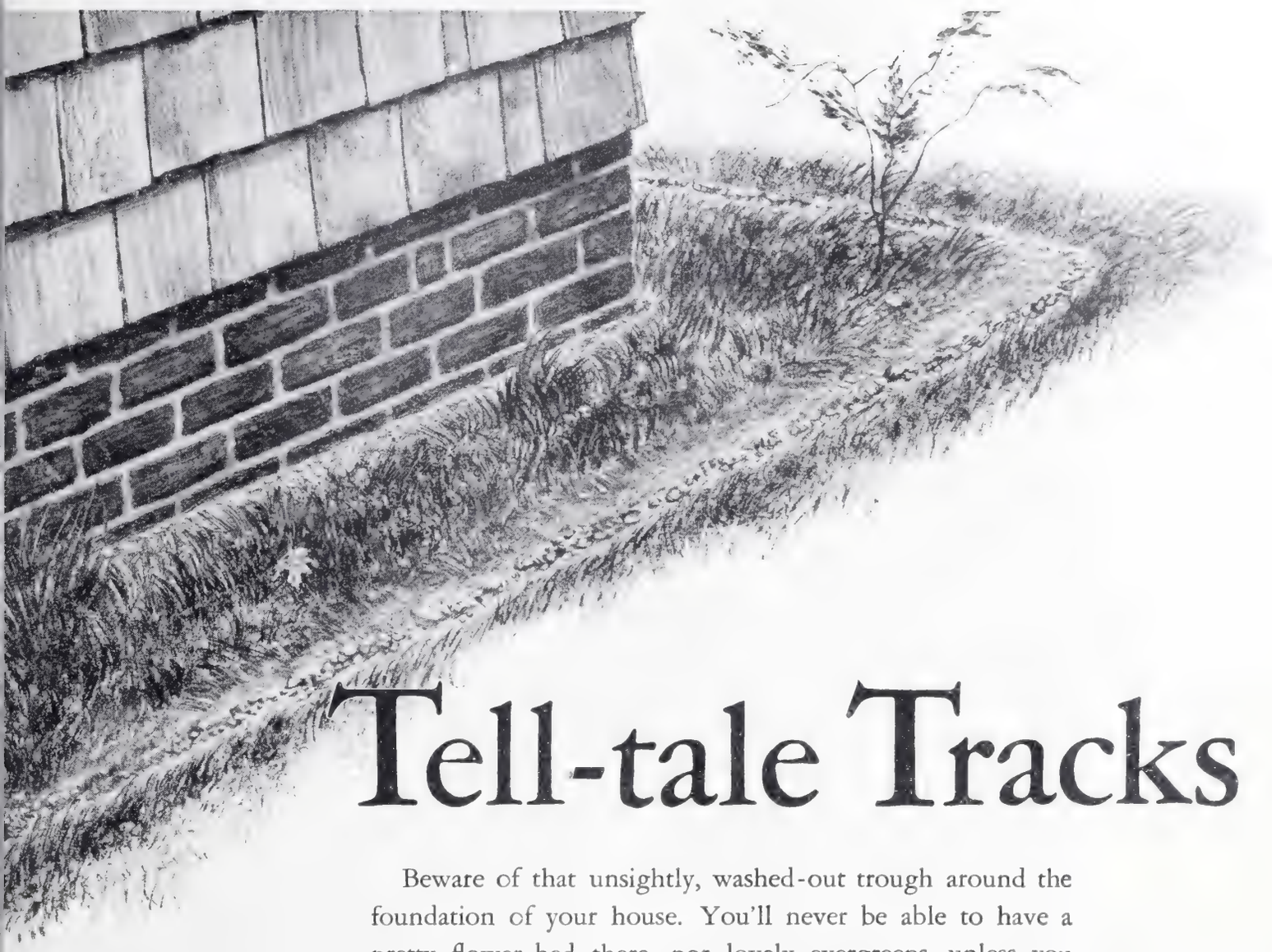
Having done this arithmetic, dealers then set themselves a top bidding price from which they refuse to budge, no matter how the competition tempts them on. In other words, they don't overbid, and auctioneers pray that most women will do likewise. One of the biggest headaches of the auction business, we've been told by embittered auctioneers, is the tendency of the ladies to turn the pursuit of a cracked teapot into a reckless personal contest, daring each other higher and higher like youngsters climbing a tree, until the lady who hangs on longest wins the prize. And that would be all right with the auctioneers if the matter ended there. But so often, when the winner realizes that she's paid too much for what she's bought, she raises a fuss and demands her money back. That's unreasonable, of course, because she has brought it on herself, but it isn't unusual.

NOTICE, too, that dealers don't go off on tangents once the bidding starts. If they've come to buy Duncan Phyfe chairs, that's what they bid on. While they wait for the Duncan Phyfe to go up on the block they don't squander their substance on odd purchases of French Provincial beds or Victorian hatracks just because they look like bargains. Nothing's a bargain that you can't use. The quaint old spinning wheel, bid in on the spur of the moment by the eager amateur, may be a marvelous value in itself but worth nothing to her when she gets it home if there isn't a room in the house where she can use it. We watched a woman buy eight varnished wood tables for $1. They were large, clumsy, ugly things with nothing to recommend them except that that's a lot of tables for $1, which is presumably the only thing she thought of when she bought them. Because as soon as they were hers she immediately cried. "Where in the world will I put them!" And at this point it hadn't yet occurred to her that it would take $3 or $4 to get this nifty collection of white elephants delivered to her door.

Auctioneers believe that this fantastic urge to buy anything so long as it's cheap may spring from old wives' tales about the Rembrandt picked up for $1.50 or the priceless Ming vase discovered in a basket of junk. Such miraculous finds are the flukes, not the rule, in auction business, where values for the most part are pretty accurately recognized. Seasoned auction-goers are no dullards, so don't go thinking that you'll be the brightest girl in the class, slyly bidding in the authentic Chippendale which others pass up as firewood. If it's Chippendale, it is most likely to go at a Chippendale price. Just be satisfied to know that if you keep your head, you're bound to get what you want at much lower than retail price. As a matter of fact, at most auctions you can ask the auctioneer before the sale what he estimates an item will bring, and conduct your bidding accordingly.

INHIBITIONS must be watched at auction sales. You have to gauge when to hold yourself back on the bidding, of course, but you can get sensational bargains if you know when to let yourself go imaginatively. You can get a whole lot for your money if you train your eye to recognize wonderful possibilities for your own use in things that may look like junk to other people. Picture if you can what the chest of drawers might look like denuded of its gimcrack hardware and glued-on carving. Picture the rusty candelabra scraped of rust and gilded to match your ormolu clock or painted to match your walls. Try looking at the gilded picture frame, not as a frumpy old timer out of someone's plush parlor, but as a mirror frame or coffee table top, painted white, black, pastel, or antiquated. There may be plant gardens in cuspidors, footscrapers in anvils, lamps in pickle crocks. We asked a lady who had just paid 75¢ for two old phonographs what went on in her mind when she bid them in. She was going to cut off their legs, rip out their innards and use them on her summer porch to store magazines away from the weather. For $1.50 another lady with the seeing eye acquired a long-legged mahogany music cabinet, a rather refined bit of cabinet work. We saw it later in her living room, its legs completely lopped off, looking for all the world like a modern end table. Its shelves store

(*Continued on page* 62)



Tell-tale Tracks

Beware of that unsightly, washed-out trough around the foundation of your house. You'll never be able to have a pretty flower-bed there, nor lovely evergreens, unless you put gutters on the eaves of your house.

Chase Copper gutters and downspouts will carry away the rain-water from your roof and save your flower-beds and lawn, and the money and time you spend on them. Sturdy, handsome, rust-proof Chase Copper gutters and downspouts will improve the appearance of your house, and last and last as only copper does.

Plan now, with your roofer, to have Chase Copper gutters and downspouts when Chase again turns to the manufacture of fine copper and brass products for post-war building.



Chase

BRASS & COPPER CO.

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Subsidiary of Kennecott Copper Corporation

Waterbury, Connecticut



After the war, enjoy Chase Red Brass Pipe or Copper Water Tube, Chase Bronze Screen Cloth, Chase Copper Gutters, Downspouts and Flashings, in your house. And install good brass and bronze hardware and brass plumbing supplies too.



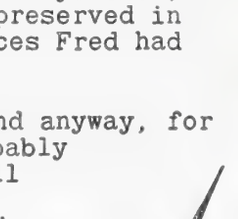
"...To think Johnny's
actually walking now!
How I wish I could
watch him with you. That's the toughest thing to take in this whole business--the separation from you and Johnny. It means missing so many steps in his growing-up--kids change so fast at his age.

"Your letters, though, are wonderful! Reading them and looking at the snapshots I can almost see him, his curly head (but isn't it time he had his first hair cut?!) and his favorite panda, and his first small shoes, of which you say he is so proud.

"Which reminds me, here's one more thing you can do for me, darling. When Johnny outgrows those shoes, save them for me, will you? They're his first pair! Put them away carefully. Then, when I get back, we can have them preserved in bronze--like those Mason Masterpieces Fred had made from his baby's first shoes.

"We won't spend the money now (and anyway, for all I know the Mason Company's probably doing war work)* but, after it's all over, even though it may seem sentimental, I'd like to have them..."

***The Lieutenant is right. The Mason Company *is* doing only war work for the duration, but after Victory, it will again manufacture Mason Masterpieces—*actual* baby shoes, with every scuff and wrinkle preserved forever in gold, silver, or bronze.**



Imported White Onyx Pen Set



English Gadroon Bookends



English Gadroon Ash Tray



Cherry Bookends

MASON *Masterpieces*

L. E. MASON CO., ***Hyde Park 36, Massachusetts***

DO YOU GET SWINDLED?

CONTINUED FROM PAGE 60

games and magazines and its door hides them. The big "but" that we hasten to add to this is to be sure you're going to do all these fine transforming things before you bid. Otherwise you'll just be piling up a hoard of useless impedimenta.

The more you see of auctions and the better acquainted your local auctioneers become with you, the more you'll be wedded to auction buying. It's only fair to warn you, since there's a fascination and excitement about the whole business that seems to get into your blood stream. After a time you can get so chummy with an auctioneer that he'll remember what you're on the lookout for and even place bids for you at sales that you're unable to attend. He'll let you run an account with him and possibly keep you posted on what is going for what price. At the moment our friends the auctioneers, who develop into students of sociology by watching the law of supply and demand at work, tell us that now is the time to b big furniture because people a moving into smaller quarters l cause families are broken up a servants are rare. So dining roo furniture, bookcases, and gre cabinets are flooding the mark and consequently are low priced.

ON THE other hand, pianos a having a booming sale at hi prices, because people seem to g more conscious of music in wa time and want pianos. Import bric-a-brac and porcelain are hi now, too, because ships aren't ca rying this sort of thing to us any great quantity. Silver is hi because manufacturers have cu tailed their production of it order to make war essentia Oriental rugs are high, too, becau fewer domestic wool rugs are bei made. The market is generally hi these days, but you can still sa money if you trade in it. All which is pretty pertinent inform tion if you're out to buy.

DEAR E. G.

CONTINUED FROM PAGE 34

one day working out a handsome and intricate routine for myself, and the next day trying to follow it. At the end of that time I had neither story, schedule, nor dinner.

It was then I began to suspect that those sturdy characters who follow schedules never heard of entangling alliances like a husband, home, dog, telephone, friends, or KP duties. They must be likewise immune to landladies, delivery boys, creditors.

TWO major failures in one week, I said to myself, sitting back and brooding blackly. Two fields, two failures! And it occurred to me all of a sudden that the respective arts of cooking and writing have a good deal in common. Both require Perseverence, Observation, Imagination, and an Orderly Mind. There, at last, was the root of my problem—a Disorderly Mind.

Ergo, I have been reorganizing like a mad thing: 3 Hours Uninterrupted Writing; 3 Hours KP; 3 Hours Pursuit of Sun, Society, and Sprees. Cushlamachree, Elizabeth, I am becoming so Organized I think David is getting a little homesick for the Goodoldays of Totalchaos! He finally broke down and admitted the other night that woman's place—with the aid of some double-spacing — might successfully situated somewhere b tween Kareer-and-Kitchen.

Last Saturday afternoon he wa gled a pass and we went duratio dreaming (window-shopping to t civilian trade). We had a lo argument about good taste a finally agreed that that is one tra with which environment has a l more to do than heredity.

All of a sudden we came fa to face with a magnificent Picas (reproduction) in the window an art shop. A white harlequ with a red mouth against a lim green background. It had path and dignity and restraint, and was love at first sight. But v moved resolutely forward.

That evening we stayed hon and drank beer all by us a concocted a new club: The "Acqu sition-of-the-Month Club." Henc forth we are going to invest in o piece of beauty monthly, no ma ter how small—a dish or a pla or a record or a picture. We figu that way our home will grow t with us and we will be able enjoy it longer and earlier tha if we held off until we could sett down permanently.

So we raced out and bought o Picasso—our first Club dividen

(*Continued on page* 71)

Sealed with a kiss

Sealed in every bottle of Schlitz is that famous flavor ade all the more notable because it is not bitter. For Schlitz is brewed with ıst the *kiss* of the hops—bringing you all of the delicacy but none of the bitterness.



Copr. 1944, Jos. Schlitz Brewing Co., Milwaukee, Wis.

UST THE *kiss* OF THE HOPS

..none of the bitterness

Schlitz



THE BEER THAT MADE MILWAUKEE FAMOUS

Make all your spare dollars Fighting Dollars. Keep right on buying War Bonds!



How to make a delicious Cuba Libre

Fill glass with cola and stir well... Add squeezed lime

2 or more ice cubes

2 ounces Old St. Croix Imported Rum

Juice of ½ lime

10 ounce glass

READ FROM THE BOTTOM UP

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BOSTON, MASS.... 86 PROOF

RTESY E. I. DU PONT DE NEMOURS & CO.



1 . . .
Spray the new ammonium sulfamate compound on Poison Ivy covering the leaves



. . .
a few weeks the ivy is a
ad duck. Chemical has at-
cked the root, stem, and all



3 . . .
Shortly the withered leaves fall, and stems may be removed or left to disintegrate

. . . and out for POISON IVY

Here's a new weapon for an old enemy. It kills fast and sure—is safe to use, fire retardant, applied with a garden sprayer

WOULD be nice if we could
port a new killer for poison
that would work at the pull of
igger, wiping out the ivy and
ing else at one fell swoop.
t best thing is what we can
do report: that there is a com-
nd now available which, when
yed on poison ivy leaves, will
the whole plant for good, with-
permanently injuring the soil
resenting corrosive or incendi-
hazards. This material, a deriv-
e of ammonium sulfamate sold
er the trade name of Ammate,
ctually fire retardant, leaves no poisonous residue on clothing or vegetation. And it is as easy to mix and use as any garden spray.

Then, too, it kills poison ivy. That's the important thing. The three pictures at the top of the page tell that story. Ammate kills ragweed, also, and most other perennial, even shrubby weeds. It should be kept away from leaves of valuable plants. It should not get into your eyes as you use it. Ordinary tree bark it will not penetrate. But it works by translocation from leaves to other parts of a plant. So follow directions.

THE RUG PILE'S LOCKED TO STAY!



Textilene
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THE NEW *ALL-AMERICAN* RUG-BACKING FOR RUGS AND CARPETS

SOME RUGS hold their cocky spring and freshness for many years . . . and others, after cleaning and shampooing, weakly curl up and die prematurely. No *backbone!*

TEXTILENE is the revolutionary basic material that gives *backbone* to rugs. It is a rough-fibred cellulose weaving yarn that holds the rug-pile staunchly. Your rugs *wear longer* because the pile tufts stand straight and true. No let-down!

How about washing and cleaning rugs with TEXTILENE backing? Fine! The U. S. Testing Company (Test No. 50548, February 17, 1944) reports that four TEXTILENE-backed rugs took all the rigorous operations of commercial cleaning . . . and firmly held their sturdy original qualities.

For *wearability,* for *washability* . . . TEXTILENE-backed rugs!

E. W. TWITCHELL, INC.
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Textilene LOOK FOR THIS BACKING ON YOUR RUGS AND CARPETS

How kind the glow of Candlelight



. . . it sets the harshness of the day aside . . . and pays tribute to your charm

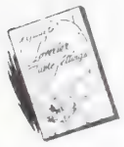
● Soft light helps span the distance from a war-busy day to calm relaxation. To every occasion, candlelight brings an atmosphere of serenity.

Use Taperlite—the candle of exceptional quality. Buy assorted colors—delicate pastels or deeper shades. Use them generously. Your own ingenuity will help you achieve strikingly new effects.

BUT . . . be sure they're Taperlite . . . the odorless, smokeless candle. The FIRM-FIT END holds the candle erect—which means . . . no tipping . . . no dripping to mar the beauty of your setting.



Available at department, drug, houseware, grocery stores and gift shops—or wherever candles are sold.



Write for this Booklet:

"Guide to Lovelier Table Settings"

Expertly written as a guide to more perfect hostessing. Send for it today. Dept. HB-7.

Taperlite

Made by

WILL & BAUMER CANDLE CO., Inc.

Syracuse, N. Y. ● Established 1855



Guard your house against MILDEW

There are ways to prevent mildew fro gaining foothold, so don't sit around help lessly hoping it won't attack your thing

MILDEW is no respecter of things! It loves old cotton sheets as much as expensive leather luggage, if they're stored where dampness exists. The spores are always present, *but* they develop and grow where the air is moist.

The time-honored preventive has always been to keep everything in the house dry and well aired, and the house itself well ventilated. So let these things be habitual if you live in a damp climate or have a siege of humid weather:

Air the house well on cool evenings and any time when the outside air seems cooler and drier than the inside.

Places beyond the reach of breezes should be treated to airing by an electric fan.

Keep closet doors ajar and drawers holding clothes, linens, leather goods, etc., opened an inch or so to prevent concentrations of moisture and to circulate air.

Dry damp soiled clothes before tossing in hamper.

Dry shower curtains before bunching together.

Place special air-drying units in closets and basements where dampness is prevalent.

You should do these things. But you can do more, too. For the firs time you can guarantee that mi dew won't attack your furnishing by treating them with a specia mildew-proofer which has just bee developed. The mildew-proofer i a colorless chemical which ca safely be applied *to any surfac unaffected by water.* That mean that leather, trunks, shoes, drape ies, slip-covers, shower curtain can be protected from attack even i they happen to be stored where is excessively damp. What a relie not to mention the dollar saving to store a suitcase or trunk wit your finest things without fear a to their condition when removed

It's not protection enough t treat the exterior of a trunk o suitcase. Both sides must be cov ered with the liquid, which is mos easily applied by spraying, al though it can be mopped on walls floors, or daubed on with a cloth.

The chemical prevents th growth of spores and kills them But it is not a stain remover So don't expect it to loosen tha dark green spot left after you've brushed off the spores. Such spot can be bleached out of white cot tons, usually, but if present on non washables, send to a dry-cleaner

The Trumpet sounds its clarion call in fine music .or blares in off-beat boogie-woogie...to be heard in full-throated splendor on a Scott



In numberless passages of classical music, the Trumpet soars with martial majesty, while in the popular music of today it sounds a vibrant, masculine note that is unmistakable. In any mood, in any setting, the Trumpet's vitality and spine-tingling range are stirring and imperative.

To hear the Trumpet truly reproduced by record or radio, you will want to hear it on a Scott, for a Scott brings you each instrument in its own voice and timbre, in a "living performance."

You who love great music will find a Scott one of the longed-for blessings of Peace...to welcome into your home as an honored friend. Meanwhile, the Scott-you-might-have-owned is off on the seven seas, bringing news and entertainment to our far-flung fleets. The Scott Marine Model was the *first* all-wave radio that gave no tell-tale "leakback" to enemy submarines.

But don't just wait for the days of peace —hurry them by buying Bonds, Bonds and more BONDS.

SCOTT
FINE RADIO RECEIVERS



E. H. SCOTT

ARMY NAVY M

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Chicago 40, Illinois
Please send me a complimentary copy of your new booklet on radio, "Achievement Through the Years."

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Address .....

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Sparkling and beautiful, cream glass is made only in England. Hand methods 200 years old create in it all the character of lustrous old glass. A Baker exclusive and we still have it.

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JAN B. BALET

The INTEMPERATE GARDENER

Every garden should be posted with a conspicuous sign at the gate reading, "This way madness lies." It might help explain gardeners to the uninitiated

By Agnes Rothery

"SHE SIMPLY adores her garden and works in it like a coolie. You should see her roses."

This tribute is offered with a sigh of admiration. If one likes to garden it implies one is animated by splendid and superior qualities.

Who would be base enough to hint that any one who loves roses may be an addict of a passion as insidious as that for strong drink? What husband or wife would be dastardly enough to wish that the gardening member of the partnership — for it is rarely a joint partnership—would stop watering twenty minutes before dinner is announced instead of twenty minutes after, and come into the house, get out of his mud and manure-stained togs, scrub his blackened paws, brush his disheveled head, and become, temporarily, a rational member of the household?

No, those who like to garden and love flowers are, *per se*, forgiven neglect of domestic duties and social amenities. They are enveloped in an aura of special privilege. It is just as well that they are, for if they are dedicated to this pursuit they would follow it even if they were assailed by the slings and arrows of outrageous reproach, instead of being pr tected by the incense of praise.

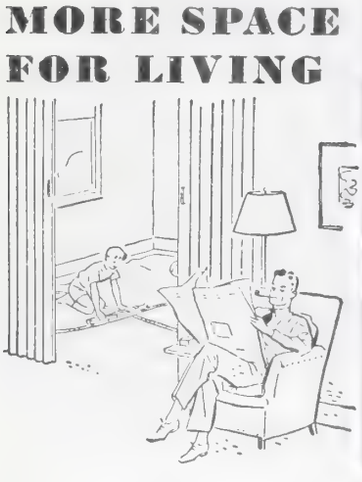
Mr. Jones explains proudly tha he has just bought some superfin bulbs at an astronomical pric This shows that Mr. Jones ha nobly sacrificed hard cash fo ephemeral beauty and must there by be a man of sensitivity and sou We take it for granted that M Jones has gone without beer an tobacco to make the purchase, n that Mrs. Jones has gone witho sorely needed bed sheets. We woul not dare suggest that such an e penditure shows that Mr. Jones i at heart a wastrel and a gambl and a husband devoid of conjug responsibility.

A garden works havoc in th moral character of the gardene

Even when it does not fling th owner into schizophrenia at wors or fanaticism at best, it has subtl means of destruction. Many a pe ennial border is, to the cold ey of the scoffer, a poisonous labor tory of envy, malice, and all u charitableness. For no matter your shell-pink peony bears twel flawless blossoms, your neighbor may bear thirteen. You knew it an gnashed your teeth in rage befor she boasted of it.

(*Continued on page* 70)

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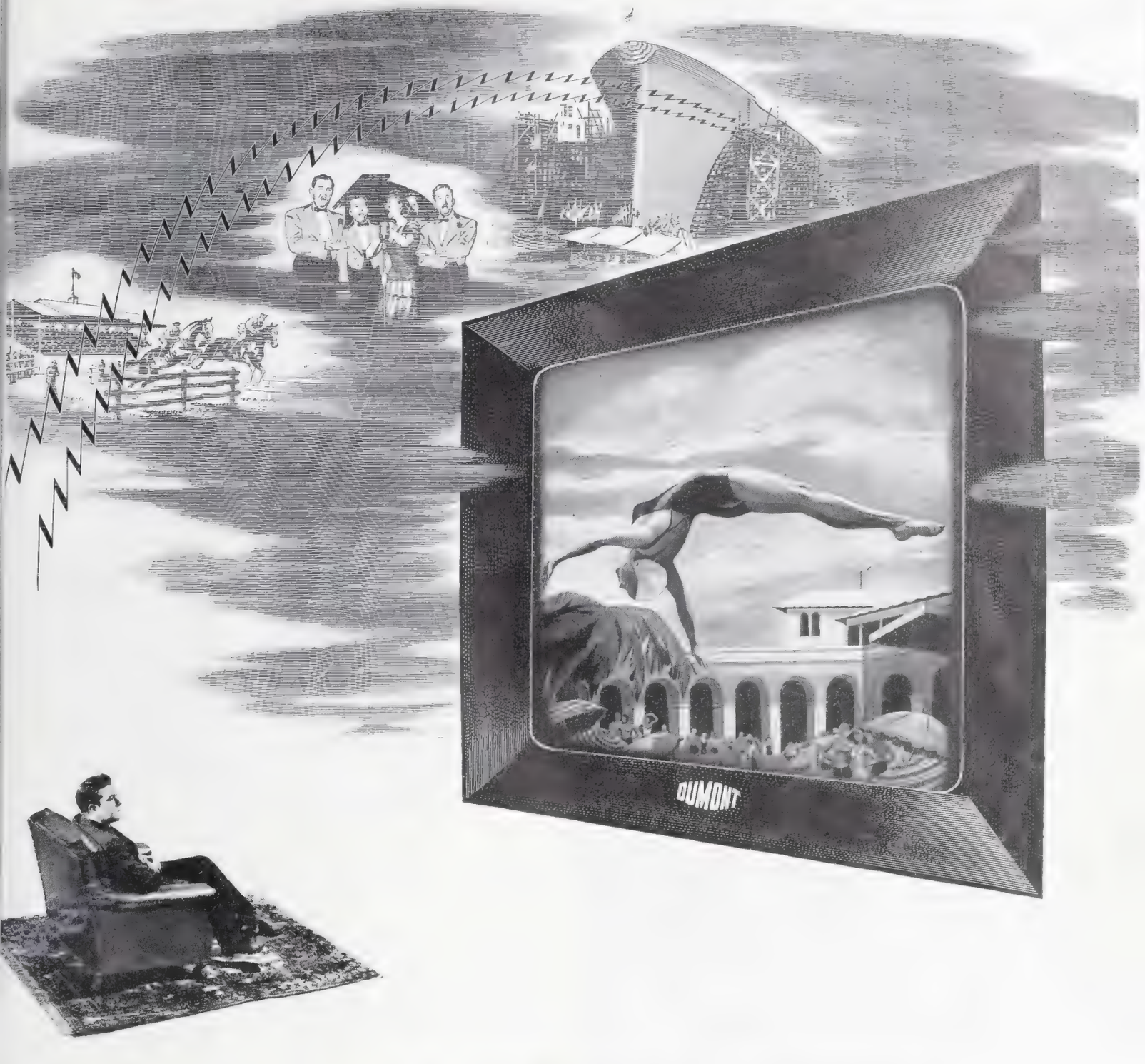
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THE BEST IS YOURS—WITH PINE

THE INTEMPERATE GARDENER

CONTINUED FROM PAGE 68

Hypocrisy is engendered with every transient sheet of bloom. For while you exclaim in rapture over the height of some one else's regal lilies, in your heart you think your own the most graceful.

FALSEHOOD and misrepresentation grow rank with every shift of weather. "You should have seen my phlox last week—that whole corner was a sheet of snow." "What a pity it rained yesterday! Before that the anemones were too lovely." "Too bad you're going away before the chrysanthemums are out. I have some really good chrysanthemums." "Oh, no, I always raise my own perennials from seed." Such false coin is circulated briskly during the gardening months.

Those who are too inexpert or too humble to fall victims to these mortal sins succumb to lesser venalities. Despair, discouragement, and exasperation attend their efforts. They look with hatred at their few wizened gladioli or aphid-ridden nasturtiums, as heartless parents might avert eyes from a child unfortunate enough to have a harelip or even an annoying cowlick.

Membership in a Garden Club is more dangerous than signing up in the Communist Party. It cunningly lures one away from the ability to enjoy a garden for itself, just because it is a garden and one's own. In fact, it ceases to be a garden at all but becomes a social gesture to exhibit at the proper day and hour to other Club members and reduce them from self-respecting men and women into mere inferiority complexes.

I don't see that anything can be done about all this. The trouble is deeper rooted than seeds and plants. It is embedded in the whole vast force of nature and the seasons.

Spring begins the torment. It is correct to refer to spring as the lovely, the budding, the ineffable time of year. As a matter of fact, spring is a tyrant—capricious and egotistical—who cracks the whip for attendance at the most crowded and inconvenient moments and sneers at the forty-eight hour week.

Summer is a brute who breaks the back of its groaning minions under the weight of watering pots, lengths of hose, bags of fertilizer, and buckets of insecticide.

Autumn is a cold and punishing dictator. It threatens you with perpetual barrenness if you don't down and cart away the d stalks, lift out the dormant bu and prune the leafless trees. Wh all this necessity for pruning, a way? Will trees and shrubs g into malformed horrors un they are incessantly clipped pruned? The answer is Yes.

Small wonder that those have been unfortunate enough come under the yokes of th three furies develop, in retaliat the aforementioned vices of hyp risy, despair and general depra

Where is that garden of poe and song—that hushed retreat with dreaming lilies, perfur with fragrance and wafting one spiritual aspiration? Where is happy gardener, flushed not w sweat and sunburn and incipi apoplexy, but with the glow quiet health induced by moder exercise? Where is that garde Where is the gardener?

That garden exists only in w ter, when impenetrable snow c ers the confounded earth and all cussedness. It is tranquil th There is not a weed in it—no bug or a borer. No colors cla No seedlings come up to gasp a collapse.

THAT gardener, in winter, gains for a brief session, hum semblance, even as Persephone turning to the land of light. T scabrous peelings of the nose h sloughed off. The broken fing nails are whole. There has be time to get the wild locks barber Dinner is announced on time a attended on time. And during t long, undisturbed winter evenin reunited with the family, the g dener has leisure to sit contente under the lamp — and read se catalogues.



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ANSWERS TO THE MUSIC QUIZ

Continued From Page 50

1. Paderewski
2. Pastoral; Pathétique; Unfinished; Farewell; New World
3. A woman novelist, mistress of Chopin
4. Loving music
5. One
6. *Faust, Der Rosenkavalier, Die Meistersinger*
7. Mischa Auer. His grandfather was Leopold Auer
8. Since 1931
9. There are many: Tchaikovsky, J. Strauss, Dvorak, R. Strauss, Sibelius, Puccini, others
10. Hans Christian Andersen
11. Toscanini
12. Both. Paine, who wrote the words, was an American; Bishop, who wrote the melody, was an Englishman
13. The improvisation of an accompaniment to a solo
14. You couldn't play chords on a violin across a knee
15. Clarinet; trumpet, piano, violin
16. William Congreve
17. Mozart's *Don Giovanni;* Verdi's *La Forza del Destino;* Beethoven's *Eroica* Symphony
18. Beethoven and Smetana
19. Junior
20. *The Star Spangled Banner* and the Hallelujah Chorus from Handel's *Messiah*

DEAR E. G.

Continued From Page 62

Two more friends moved out of Owen's Alley today. He's going overseas and she's going back home to Mother. The Herrmann garrison continues to hold out, but one never knows for how long. Last night we finished reading aloud a tremendous book—Arthur Koestler's "Arrival and Departure." One paragraph keeps echoing:

"We all walk around with guilty consciences in this mess," said a badly maimed English flyer. *"If you are in civvies you feel guilty toward those in khaki. If you are in khaki you feel uneasy toward those in blue. The ground staff feels inferior to the flying personnel. The bomber boys feel uneasy toward the flyer-fighters. And the fighters who get away with it feel guilty toward those who don't. So there you are."*

I guess that just about says it. It's a damned difficult world at the moment, I must say.

Love,

Helen

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THE MAN
BEHIND THE HOE

Get your vegetables IN PRODUCTION FOR SUMMER

It's moving day for peas, and time to shift from the first spring rush to the long summer pull

By David W. Bailey

IF YOU had asked me in June, I should have said I could never get too many fresh green peas. In June they seemed about the finest thing in the whole garden. But July makes things look different; the vines that were a mass of soft green foliage flecked with thousands of white blossoms a fortnight or more ago have already begun to yellow and wizen. No new blossoms appear, and the few pods that remain are full to bursting of hard round seeds. The week after July 4th is moving day in that part of the vegetable patch which was planted to peas.

If your pea vines have produced their best crop and are ready to come out, the sooner the task is accomplished the better. Hustle the vines into your compost heap before they entirely lose their succulence. Fill the space they occupied with cabbage transplants and cauliflowers, late broccoli, or late sowings of carrots and beets for winter storage. And if you grew your tall sorts on poultry netting, now is the time to untangle the vines from the wire mesh and roll the wire up carefully for storage in the tool shed. Good galvanized wire fencing will be scarce for several years to come. Leaving it lying alongside the garden to rust or storing it in a damp part of the cellar may prove a costly bit of neglect.



(*Continued on page* 82)







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MAYNARD PARKER



Navy Lieutenant and Mrs. William A. P. Pullman, of Lake Forest, Illinois, have a front entrance that's practical as well as decorative as it lets in every stray breeze, gives privacy. Anderson & Ticknor, architects

How to have privacy and still have the FRONT DOOR OPEN

The theme of summer living is how to keep cool. But often in our pursuit of a breeze we lose privacy. Here's a way to have your cake and eat it

"WHEW! But it's hot," you groan in mid-July. And you're boiling with rage as well as the temperature. You remember desparingly all your carefully laid plans for creating the illusion of coolness within the house. The rose-strewn chintz of the slip-covers, the frosty organdy curtains framed with green philodendron, the summer rugs, the fireplace masked with rhododendron leaves. And it is all practically useless, because the anemic breeze riffling the leaves of your maple tree on the front lawn is locked out. You can't open the front door!

But of the two evils, you'd just as soon succumb to prostration as have your cherished privacy violated by all the eagle-eyed pedestrians passing your door.

As a matter of fact, though, the problem is not as cut and dried as that. You can keep that breeze-blocking front door opened wide and still lead a life as private as a secret, simply by having an arrangement of louvers on the scre door. You know what a boon t Venetian blinds are on your stairs windows. They let in t light and air but shield you fr too-near neighbors. Well, a louve door has the same advantages, cept the slats are not adjustal

Artistically, they're wonderf too, because they give you a v handsome entrance. As you can from the picture at the top of page, this treatment makes it p sible for you to have a moderni version of a Colonial doorw Door frame and screen are pain white in sharp contrast to the c mon brick walls of the hou Dentil molding and grooved d post frames are decorative deta Ships' lanterns at the entrance a potted geraniums at the stoop g this house a come-hither charm.

So cheer up! With cool deco tion *and* a louvered door that's p vate you'll feel like a new wom

ON CELEBRATING A GLORIOUS FOURTH

CONTINUED FROM PAGE 41

The chances are that if things kept simple and uncluttered, you choose a place that boasts ther ant-hills nor high chill ds, and you regulate the pro-tions of youth and age judi-usly, confirmed picnic-haters soon send out their delicate lers of appreciation like sea-mones in a fresh tide. Or, to ke things even simpler, you ht work the same miracle, and h small damage to the children's h hopes of scratched knees and stings, by setting tables and irs under the apple-trees near house or on a terrace. Then king can be done indoors, and en it is brought out it will have ost as good a smell, almost as stial a flavor, as if it had been e over a pit in the earth. In-d, to the still somewhat timid ptics, it will be immeasurably eter.

Here is a meal that is easy to ry to a hill above the lake, or nake less arduously in a proper hen and then serve out of rs. It uses things that grow in dens and orchards in the fine month of July, or that come from shops without too painful a blow to the ration book. And if it seems not to cost very much, for such a jolly meal, the left-over pennies might find their way to the Child Feeding Station in Athens, via the Near East Foundation.

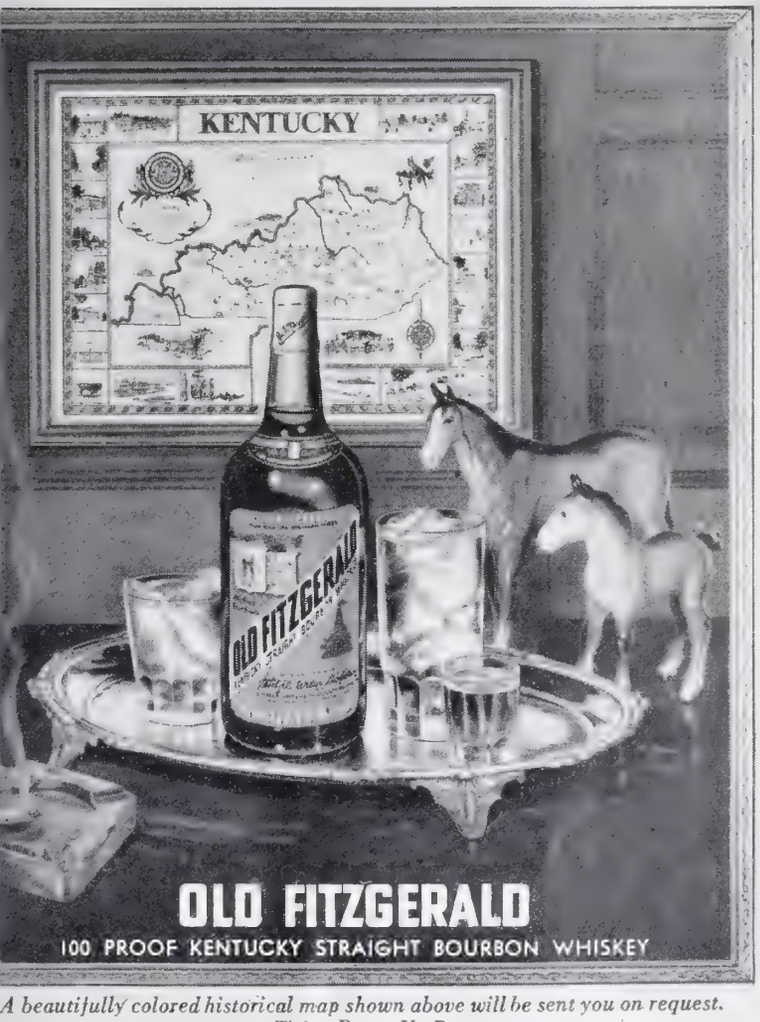
Gaspacho
Cheese Puffs
Barbecued Spareribs
French Fried Potatoes
Stuffed Melon
Ale Coffee

The Gaspacho is a chilled soup from Spain, via Paul Reboux and a few other people, and it is one of the freshest and most stimulating things ever to be served on a hot day. It is simple, like a peasant dish, but tantalizing enough for any sophisticate.

GASPACHO

1 big handful mixed fresh herbs—parsley, chives, basil, marjoram, savory, etc.
1 large clove garlic
1 sweet pepper, red or green
3 peeled and seeded tomatoes
½ cup olive oil
Juice of 1 lemon
1 quart clear stock, or water
1 mild onion, sliced very thin
1 cup diced cucumber
Salt
½ cup fine toasted crumbs

(*Continued on page* 78)



A beautifully colored historical map shown above will be sent you on request. Write Dept. H. B.
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JEROME CERNY, ARCHITECT



Lynn, the engaging daughter of Mr. and Mrs. John Taylor Snite, of Highland Park, Illinois, has a very feminine room all her own. A Victorian bed which belonged to her great, great grandmother is painted white to match organdy curtains, dust ruffle, and furniture. Paper is pink and blue

Nice little girls deserve NICE ROOMS

In all the world there is nothing so wonderful as your own little girl. And her room should crystalize the way you feel about her

IF YOU'RE filled with bursting pride at the way your dimpled daughter is living up to your dreams about her, she deserves a room that's every bit as nice as she is. Back last February we told you our theory that if you give a child beauty early she will have taste as a woman. These pictures are more examples of what we mean. You can make certain that fineness is part of her heritage.

PHOTOGRAPHS BY MAYNARD PARKER



Little Maureen, daughter of the Ronald Reagans of Hollywood, is the half-pint star of this enchanting room. The ceiling is papered in nursery design; the white paneled walls and blue rug make a stellar background for her enormous family of dolls. Barbara Barondess MacLean, decorator

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30 GARDEN BULBS

CONTINUED FROM PAGE 42

loam or a truly sandy loam. With few exceptions, such as certain native lilies, bulbous plants require well drained soil. Average garden soil can, however, be made suitable for most bulbs and tuberous plants, but clayey, overly moist soil should be drained and be well lightened with rotted leaf mold, furnace ashes or other gritty material. A free use of coarse sand around bulbs, particularly lilies, will be helpful. For bulbs and tubers that are planted deeply and which will remain undisturbed for several years, the subsoil should be broken up and well mixed with rotted organic matter, not fresh manure. As a fertilizer other than humus making materials, use bone meal or ground hoof and horn meal, about ½ lb. per sq. yd., well worked in. After feeding, top dress more or less permanent plantings in early spring with rotted compost with bone or horn meal added at the rate of 4-6 oz. to the bushel applied ½″ thick.

Plant in season as outlined in chart when the soil is moist. If soil is very dry apply water in holes or furrows.

GENERALLY speaking, spring flowering bulbs require no cultivation except to prevent weed growth. When not hoed between, crocuses, scillas, muscari, chionodoxas, and other small bulbs will seed themselves and thus greatly increase.

Gladiolus corms should be soaked for 6 hours in Lysol (1 pt. to 25 gals. of water) prior to planting to destroy thrips. Spraying with an approved insecticide weekly is also advisable, as it is also for montbretias. Irises need spraying with a poison in early spring to check borers. Dahlias need spraying with tartar emetic and sugar solution periodically to hold down leaf hoppers and borers. Tall growing gladiolus need staking as do dahlias, the latter also needing removal of needless laterals and buds if large blooms on long stems are desired. Daylilies will grow anywhere and are almost immune to pests. Irises of the large rhizome class need full sun and not too rich soil. Borers and root rot are their worst enemies. The most reliable hardy lilies for average gardens are *candidum, regale, hansoni, henryi, anabile, willmottiae, croceum, martagon, umbellatum, tigrinum splendens, pardalinum, superbum,* and *canadense,* the last three favoring moist soil.

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ON CELEBRATING A GLORIOUS FOURTH

CONTINUED FROM PAGE 75

Chop the herbs and mash them thoroughly with the garlic, pepper, and tomatoes, adding the oil and lemon juice very slowly until the mixture is a pastelike consistency. Stir in the stock or water gradually. Add the cucumber, onion, and salt, sprinkle with the breadcrumbs, and ice for four hours in the same bowl, before serving.

This strange delicious soup stands alone with dignity, but it is fun to offset its cold tang with some such little hot mouthfuls as:

CHEESE PUFFS

1 package cream cheese
¼ cup Cheddar, Parmesan, or whatever, well grated
½ cup shortening
1 cup flour
Celery salt (or powdered orégano, thyme, etc.)

Cream the cheese and shortening, work in the flour and seasoning, and make into a thin roll. Chill overnight in icebox, slice thinly as needed, and bake until done in 425° F. oven.

These little hot wafers are good made with celery seeds, too, for salads or to serve with cocktails. They are very convenient, because they will keep for many days and can be produced practically with a twist of the wrist for unexpected and awestruck guests.

The next course, plain barbecued spareribs, can be done at home perhaps even more simply than over a low steady fire out of doors, and the only trouble with such common sense is that not so many people can smell it, nor help splash on the basting sauce. (The sauce, please note, is probably the simplest liquid ever dignified with the name, and to my jaded mind a sweet relief from all the intricate recipes for such things.)

BARBECUED SPARERIBS

1 pound (at least) spareribs per person. Equal parts (about ¼ cup) butter catsup, steak sauce, and boiling water.

Be sure the ribs are fresh and have the center bones cracked. Broil slowly about ½ hour. Keep the sauce hot, for frequent basting.

Myself, I like crisp French-fried potatoes with this meal—the kind called Long Branch, with plenty of coarse salt sprinkled on them. Spareribs simply have to be eaten with the fingers, like Doctor Chandler's roasted sheep on the slopes of Mount Hymettos—and as long as everybody is h pily covered with barbecue sa anyway, why not enjoy such *lais faire* to the limit? Pick up crisp lengths of potato from a g bowl of them, or from your pl the way you used to eat the c part of fish-and-chips in Plymo

The stuffed melon, once yo located a large fine one or sev babies, is something that is u you and the fruits now grow near you. Pineapple helps, if can spare a tin of it, but s prewar staples as bananas easily foregone. The trick is to the mixture of lightly blen fruits sit for several hours in the hollowed melon, chilling stead of stewing) in their juices. It is fun, and may even something to the flavor, to us plug of nasturtium leaves to s the hole, or some fresh mint.

STUFFED MELON

Make a hole of a convenient in a very ripe melon and caref scoop out the fruit and put it i large bowl. Then add whole str berries, pitted cherries, halved quartered apricots, ripe plu peaches, fresh currants, raspb ries—any fruits that are firm ripe. Grate the peel of a len over them. Add sugar according taste, and then for one large me for 6 people add a half cup good kirsch or any preferred uor, or one cup of dry wh wine. Put the fruits and juice c fully into the shell, plug it, w it in a dry cloth, and let it c thoroughly for about six hou Serve on a bed of leaves and ice

As for the drinks for this sim orgy, this delightful nine-to-nin debauch, they depend upon w comes under nine-to-ninety. Si I myself am middling, I'll se for good whisky highballs bef and plenty of a local ale or b during the meal, rather than D tor Chandler's wine poured int shell. And if there is kirsch in fruits, why not a little glass clear pungent kirsch later with coffee? After all, I'm a free w an, celebrating that fact on summer's day in my own free la I shall drink to others, silent a waiting for their day to come.

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LACES

How To Care for Laces

Laces aren't as delicate as they look and often storage is harder on them than wear, according to Marian Powys, of the Devonshire Lace Shop, who has restored some prized laces to usability. Storage may rot and deteriorate, while usage may cause tears. But the latter can be mended! This expert recommends a bi-yearly sunning and airing for laces. It's a preventive for rust which often eats through laces. Some forms of the rust spread through lace like an infectious disease. Don't crease laces but store by rolling on a cylinder of cotton covered with silk or of cardboard.



OVER

PAINT

How To Spatter-Paint a Floor

If you have a badly worn floor that needs refinishing, but don't want the expense which a thorough sanding and refinishing involves, why not spatter-paint it? Spatter-painting hides a multitude of bad features, and you don't have to remove the present finish. The result can be as gay as you like. It's particularly nice for kitchens, game rooms, bathrooms. Since floors get heavy traffic, use a good floor enamel such as Glidden Company's "Florenamel." Wash floor first with warm water. Dry and sand lightly. Remove dust and you're ready for painting.



OVER

SCRATCHES

How To Camouflage Wood Scratches

If you have dark furniture, you probably spend a good part of your time trying to cover up the mars and scratches which appear with constant usage. Scratches have a way of being more obvious on mahoganies and walnuts than on the maple and blonde finishes. But there is an easy cure for such scratches whether they are on desks, tables, chairs, woodwork, stair rails, radios. The answer is a double-purpose stick. One end is a crayon; the other is an oiled pad. The stick comes in a handy container. (Skratch Stik, General Cement Mfg. Co., Rockford, Illinois.

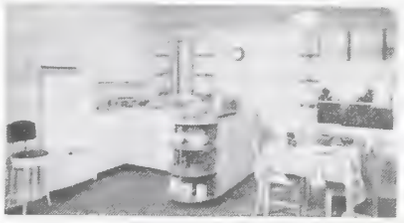


OVER

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LACES

HOW TO WASH: Examine lace tablecloths, doilies, bedspreads for stains and measure before washing. First try removing with cold water. If unsuccessful, try warm suds. Hot water often sets stains, making removal much more difficult. Go over rust stains with a cotton pad dipped in lemon juice. A soaking in lukewarm suds for an hour is a good way to loosen dirt gently. Then make fresh lukewarm suds and douse laces up and down and press suds through until clean. If necessary give a second sudsing. Rinse twice.

Avoid tearing small pieces of lace by washing in a Mason jar partly filled with lukewarm suds. Shake for several minutes. Pour off dirty water and rinse laces in clear water in jar several times. Put laces in turkish towel and knead out moisture. Ease to shape and dry flat if possible. Some experts suggest basting laces to old sheeting to make it easier to stretch back to size.

OVER

PAINT

PROCEDURE: For first coat use about 1 part turpentine to 10 parts enamel. Allow about 12 hours to dry. Apply second coat as it comes from the can. For spattering you'll need a brush for each color spot you want. Use an old whisk broom or hearth brush. Practice first on brown paper. Place paint (as it comes from can) in shallow pans so brushes won't get too full. Dip brush in paint. Then hold a stick firmly in left hand about 2 feet from floor. Knock the ferrule of brush against stick. If there is not very much paint in brush, spots will be rather small and close together. For more open pattern and larger spots, paint should be thinner and brush more heavily loaded. But remember, if paint is too thin, it will wear off more quickly. Size of the spots is determined by distance stick is held from the floor, consistency of paint, and amount of paint on brush. You can produce varying size spots by changing the distance from the floor at which you keep stick.

OVER

SCRATCHES

PROCEDURE: If the scratches are not deep, it is usually possible to camouflage the blemish simply by rubbing the oiled pad back and forth until the scratch is not apparent. For the oil softens the edges of the scratch and blends them together. Remove any excess oil with clean cloth. If gouge is deeper, use the crayon first to fill and stain the spot and follow this with the oiled pad. The crayon end acts as a coloring agent; while the oiled end blends the scratch into the surrounding finish. The stain crayon can also be used effectively to conceal bare edges. If rough, sandpaper first. Then stain with the crayon and follow with oiling. After you've finished spot-repairing, go over the entire surface with your regular wax or polish, and we'll wager you'll be proud of your job.

OVER

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PANTRY SHELF NEWS

Take a back seat this summer and let your husband do the honors on the salads. Robert Stanton, of Pebble Beach, Calif., one of California's good architects and equally fine hosts, always entertains his guests by making the salad dressing right before their



eyes. When they gather around Mr. Stanton, this is what they see go into his hard-to-beat dressing: ½ teaspoon salt, 1 teaspoon sugar, ⅛ cube of garlic (crushed with mortar and pestle), a dash of thyme, 3 dashes of Colman's English dry mustard, ⅓ teaspoon anise, ¼ teaspoon fresh pepper, ground in mortar and pestle and worked with 5 tablespoons tarragon vinegar, dash of cayenne pepper, 1 teaspoon Beau Monde, dash of Worcestershire sauce, and another of Maggi. Let stand 15 minutes, then add ½ cup of peanut oil, and ½ cup olive oil. Shake vigorously and lastly add 1 tablespoon chopped parsley and about a teaspoon of sherry.

We seem to have our mind solely on salads, but summer hasn't really started until you've deviled some eggs and decorated a plate of greens with them, and broken the monotony of the yellow and white with a few tomato slices



and a few sardines, if you can get them. But wait a minute. We've just heard about a shipment fresh from Portugal—those wonderful small sardines, packed in pure olive oil. You could eat any number of them, but better hold back. A 1 oz. tin is 65¢, but well worth it. From Dover Food Shop, N. Y. C.



Good-bye to ugly Cracked Ceilings!

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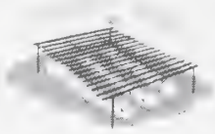
GET YOUR VEGETABLES IN PRODUCTION FOR THE SUMMER

CONTINUED FROM PAGE 72

It is possible to raise salad greens of many sorts right through the sultry days of July and August, provided you give them the right sort of care. The trick with all the lettuce tribe this month is to delay the emergence of the seed stalk—a development always accompanied by a bitter taste and leathery quality in the foliage. Partial shade will help accomplish the trick. Plenty of water and a generous allotment of fertilizer, perhaps best applied in liquid form, will bring along successive plantings of salad varieties which will stand the heat of summer a little better than the others.

Down our way the cos lettuce does better in July than the loose-head kinds; and the Grand Rapids and Simpson, in turn, are easier to handle than the Iceberg varieties. Repeated sowings of Oakleaf, harvested while immature, help keep the salad bowl full.

The lath frames which supply shade for all these greens are easy



to build, though you may have to hunt round a bit for materials in this year of war-time shortages. Frames should be set twelve to sixteen inches above ground. The beds beneath them should be watered once or twice a week if water is available at all. Don't sprinkle. Dig a trench round the whole bed and let the hose run slowly into it for an hour or two.

If you don't insist on getting all your vitamins in pills or ampules, keep right on dishing up "boiled" greens through the summer. At our house the earliest spring greens were dandelions, followed in quick succession by French sorrel, early spinach, mustard greens, chicory, and turnip tops. Toward the end of June we enjoyed lambs' quarters and purslane. In July the choice will fall on the new Tampala. Each of the items in this long list has its merits—the last by no means least, even though it comes in the same season as New Zealand spinach and Swiss chard. A great many gardeners are going to discover Tampala this month.

OTHER members of my household are willing to pick in the family garden. Several will weed cheerfully. No one except myself, however, seems eager to work the duster or the spray pump. Possibly mechanized murder does not appeal to sensitive souls. Me, I am inexorable when faced by a Mexican bean beetle or a potato bug.

But I never did hunt the larger squash bug with zest. In my garden this last-named intruder laughs at mass poisoning, and the only way to eliminate him is by removing him, one at a time, from his meal ticket and dropping him patiently in a tin can with an inch or so of kerosene at the bottom. This process calls for a selective and personalized vindictiveness that I cannot readily command. Fortunately the youngest in the family does not resemble me. And a bonus of a cent for every five specimens of *Anasa tristis* found swimming in kerosene inflames her baser na-

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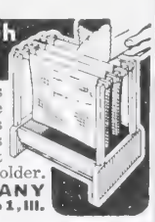
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to a high pitch of ferocity. lmost every vegetable that es at all in our gardens will luce edible fruits or foliage in . But the wise gardener will ain from accepting Nature's ity in two notable cases this th. These are rhubarb and ragus, and both need to begin long period of recuperation the spring harvest. By the



week in June you should have e your final cutting of both delicacies. Early this month should fertilize both and culti- the soil around the plants to the surface in loose tilth. out any seed stalks which among the rhubarb. Mulch ily around the hills.

the case of asparagus, dust pray regularly as long as the ragus beetles are in evidence. same copper - lime - arsenate y that goes on the potatoes do the job effectively.

you make a place among vegetables for rows of annual rs for cutting? And do you plan for color appeal in your vegetable garden just as you do at your table? We have answered yes to both questions for a number of years now. One side of our vegetable patch blazes with gladiolus. Across one end stands a variegated row of Rainbow kale. Near the pole beans are several rows of giant asters, zinnias, marigolds, scabiosa, and balsam. Down by the asparagus bed stands a row of mammoth Russian sunflowers.

IF YOU'VE been a good boy and picked off all the blossoms on the everbearing strawberry plants which you set out anew last spring, you can have your reward now. Your plants should be sturdy enough to bear from now on until early fall. Perhaps these everbearing berries will never yield as plentifully as the "June" sorts, but it is something to have even a small bowlful for breakfast a month or two after the regular strawberry season has closed. As for the June-bearers, this is the month to watch out that their runners are trained in the rows, that no plant is allowed to set too many runners (four is enough), and that "second" runners are snipped off to make certain that "first" ones get a good start before frost.



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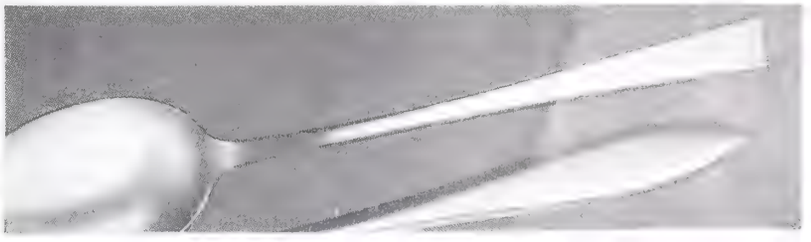


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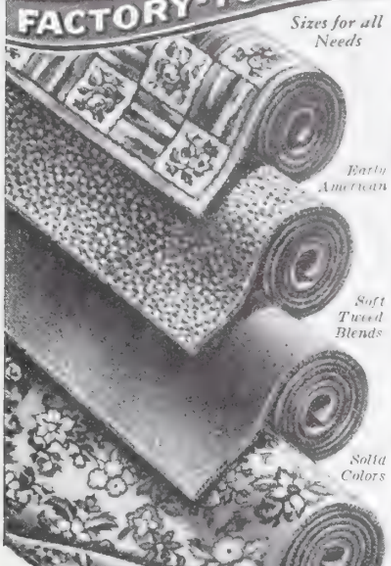
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The LOG of the PRACTICAL GARDENER

One kind of independence July 4th suggests is that which a well run Victory Garden can provide

This is the month of sackcloth and relaxation. The first because your early season mistakes in planning and execution are now showing up; the second because, for good or ill, you might just as well sit back and enjoy your handiwork. It's too hot to mend matters.

Of course you can always divide and replant the bearded Iris. The longer I garden, the more I realize I neither divide my iris early enough nor plant the divided rhizomes deep enough. Right after bloom or 2" deep over the bulb is a good double-barreled motto.

You can also put stakes or labels alongside the Bleedingheart and Oriental Poppies before they vanish entirely. This is a case where one in the garden is worth two in the hand—if they've been inadvertently disinterred with an errant spade.

Another stunt with stakes: survey the rapidly disappearing husks of spring bulb foliage and put markers "where they ain't." Twigs whose ends have been dipped in green paint will do. Then come fall you'll know where the new bulbs will be needed. This is an especially good way of correcting mass plantings, as in woods or under shrubs.

The gardener doesn't live who can honestly say he likes to work a spray pump on a July day. But two hours a week will forestall a summer's grinding guilt—and about seven billion insects.

Will the 1944 Victory Garden harvest equal last year's? That's a question that has the nation's food administrators worried right now. And there will be no answer till it's too late to do anything about it. But if you had a Victory Garden last year, and haven't one now, or if you're growing less in 1944 than you grew in 1943, you are contributing your share toward making the war a little harder to win.

There is still time to plant almost everything except tomatoes, peas, parsnips, lima beans and one or two others and still harvest a full crop. Grow more and the whole world will eat better—and sooner. Preaching doesn't sit well on me, so I'll leave it at that.

Probably more beefing is done about the lack of mid-summer blues in the flower borders than about any other one thing. One reason may be that so many near-blues are available—in Phlox, Japanese Iris, Veronicas, for example. Another reason: not enough people know about or grow the old-fashioned *Platycodon grandiflorum* (Balloon-flower) or *Campanula pyramidalis* (Chimney Bellflower). Both are good blues, and both bloom all summer long.

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"IN HIDING," AN ETCHING BY KEITH SHAW WILLIAMS FROM GRAND CENTRAL ART GALLERIES

One has to take a stand about pruning rambler roses. Either you cut back canes that have flowered clear to the base now and train up the new growth as the season goes on, or you wait, coping with both new and old shoots as best you can, and have a grand and gory wrestling match in late winter or early spring. I'm for the former, partly because I get such pleasure out of the tremendous summer growth.

Among the missing in our border this year: Eremurus White Beauty, set last fall in the route the neighborhood dogs use to reach the woods. Mulch torn, root exposed, dead by February. For goodness sake, when you plant yours, use more gray matter than I did.

Memo from a lazy man to a lazy man: A year ago I cut down a large and pest-ridden cherry tree. This spring the trunk was still unsawed. How nice, I thought, if this were standing somewhere with Morning Glories and Moonflowers covering it. So now it's standing beyond the fence 150 feet away with M.G., etc., in full cry.

Paths worn across the lawn are beginning to show up badly now, and maybe you'll get around to organizing matters with stepping stones. Fine. But remember not to set the stones too deep, or the turf will overrun them after a winter or two. When the stones feel just too high at the edges when pressed firmly, they are right.

A carefree perennial to plant around trees at the edge of the woods is Jacobs Ladder (Polemonium caeruleum). It is covered with small blue flowers in May, makes a feathery green mound all summer, spreads fast.

Another perennial, usually classified as a border plant, that can compete with almost any grasses or weeds in open woods is Tradescantia (one of the Spiderworts). The lovely new hybrids, while much too greedy for any border of mine, do beautifully out around the picnic area.

Tulips will be scarcer this fall. The English supply will shrink this year, for Britons are allowed to buy bulbs at home for their own gardens, instead of having to export them, as last year. Order what is available, and then rejoice at the reason why you may not have all you want.

R. B.

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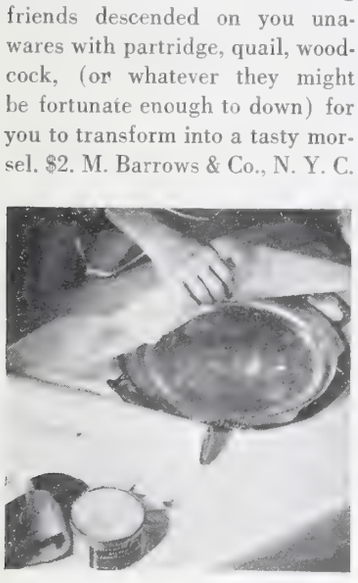
IT'S WORTH MENTIONING

At least once a month look at your home-making with fresh eyes and it won't become monotonous. Here are good eye-openers

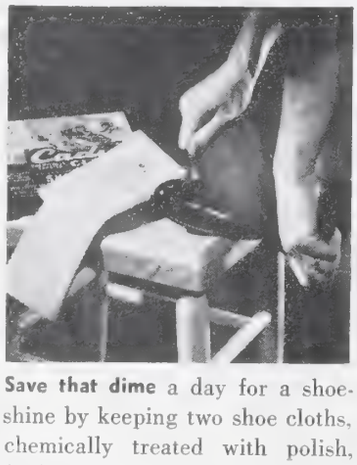
By Marcia Knight

PHOTOGRAPHS BY FRED LERNER

Besides telling you engagingly how to do extraordinary things with ordinary poultry, James Beard's newest book, "Fowl and Game Cookery," would be mighty comforting to have around if hunting friends descended on you unawares with partridge, quail, woodcock, (or whatever they might be fortunate enough to down) for you to transform into a tasty morsel. $2. M. Barrows & Co., N. Y. C.



When even the photographer comments on the silver polish used to polish the tray for the picture you may be sure it's good. Brite-N-Nu looks and feels like other good paste polishes, but it cleans much faster with less rubbing, polishes brighter! $1 postpaid from Nu-Steel Co., Chicago, Illinois. And when you have shined those special pieces for the big occasion, keep them tarnish-free until the next event by wrapping them in treated tissue paper which retards tarnish. Large $2 box contains 96 sheets in four sizes ranging from 24″ x 36″ to 15″ x 20″. From A. Rosmarin, Brooklyn, N. Y. At Lord & Taylor, New York City.



Save that dime a day for a shoe-shine by keeping two shoe cloths, chemically treated with polish, for brown and black shoes, tucked in your office desk, your shoe bag at home. Combination but 25¢, lasts indefinitely. From Cadie Chemical Products, N. Y. C. At Gimbel Bros.

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Don't keep a faded but otherwise good dress hanging idle in your closet just because you are not sure of the fabric texture and whether it would dye successfully. Tintex now has an all-fabric dye which will dye nylon, rayon, celanese, silk, cotton, linen, wool, and mixtures. It's just 15¢, comes in over 50 colors.

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Don't moan and groan because your books are too often borrowed, but never returned. Make it hard for people to forget it's yours by pasting gummed book plates imprinted with your name right inside the cover. James McCreery, New York, has six lovely designs printed in attractive colors, size about 2″ by 4″. 100 of them imprinted with your name for $1.50.

Damp basements aren't a *necessary* evil. Prevent not only that dark brown smell but the accompanying mold and mildew with a "Dri-Air" unit. Two mesh bags filled with air-drying flakes slip over a specially constructed rack. As flakes absorb moisture, it falls into pan below. "Dri-Air" unit with removable pan, about $4.70. Add 80¢ for 10-lb. bag of drying compound. From Tamms Silica Co., Chicago, Ill. At Hammacher, Schlemmer, N. Y.



Can't buy a step-on metal garbage can? Snap a metal holder on your kitchen table or cabinet drawer, insert a special bag on the holder and you have a garbage disposal arrangement more accessible than a can because it is fingertip height and just as sanitary. The bag can be closed as tightly as any lid because of the "Slip-On" Scrap Trap's spring mechanism. Holder, plus 31 waxed kraft paper bags, about $2. From Arbee Foods Products Co., Kansas City, Kansas.

From the look of our mail there are too many people who don't know that they could permanently banish the yawning gap between their bathtub and wall. There's a white plastic stripping which can be bonded neatly over the crack and gives a sleek, watertight finish ending once and for all that ugly eye-sore. But it must be properly applied. Complete repair kit comes with sufficient molding, end pieces, special bonding compound. Corner tubs, $3.25; recessed, $3.75. From Metal Units Co., N. Y. C. At Lewis & Conger, New York, N. Y.





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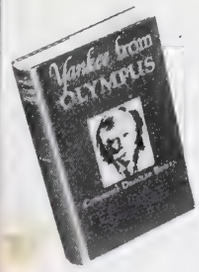
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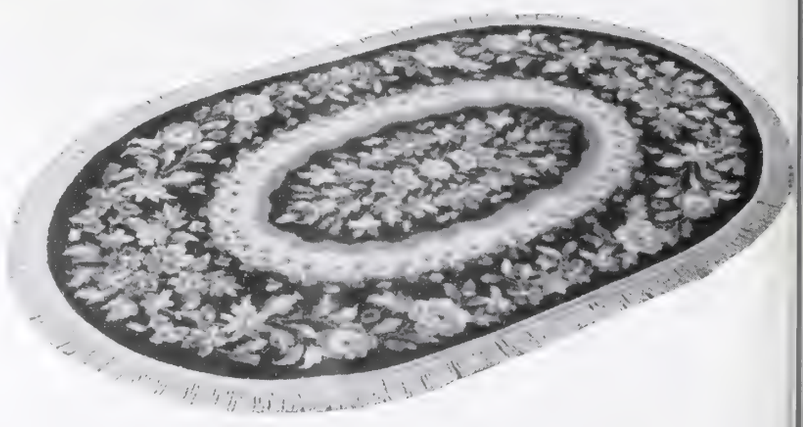
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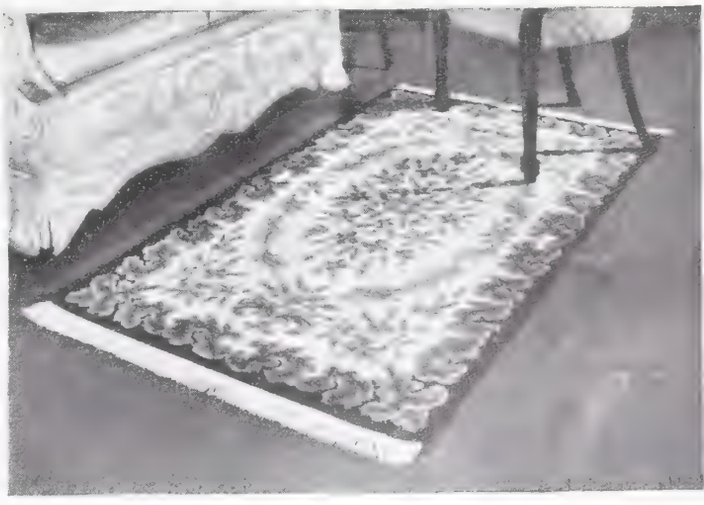




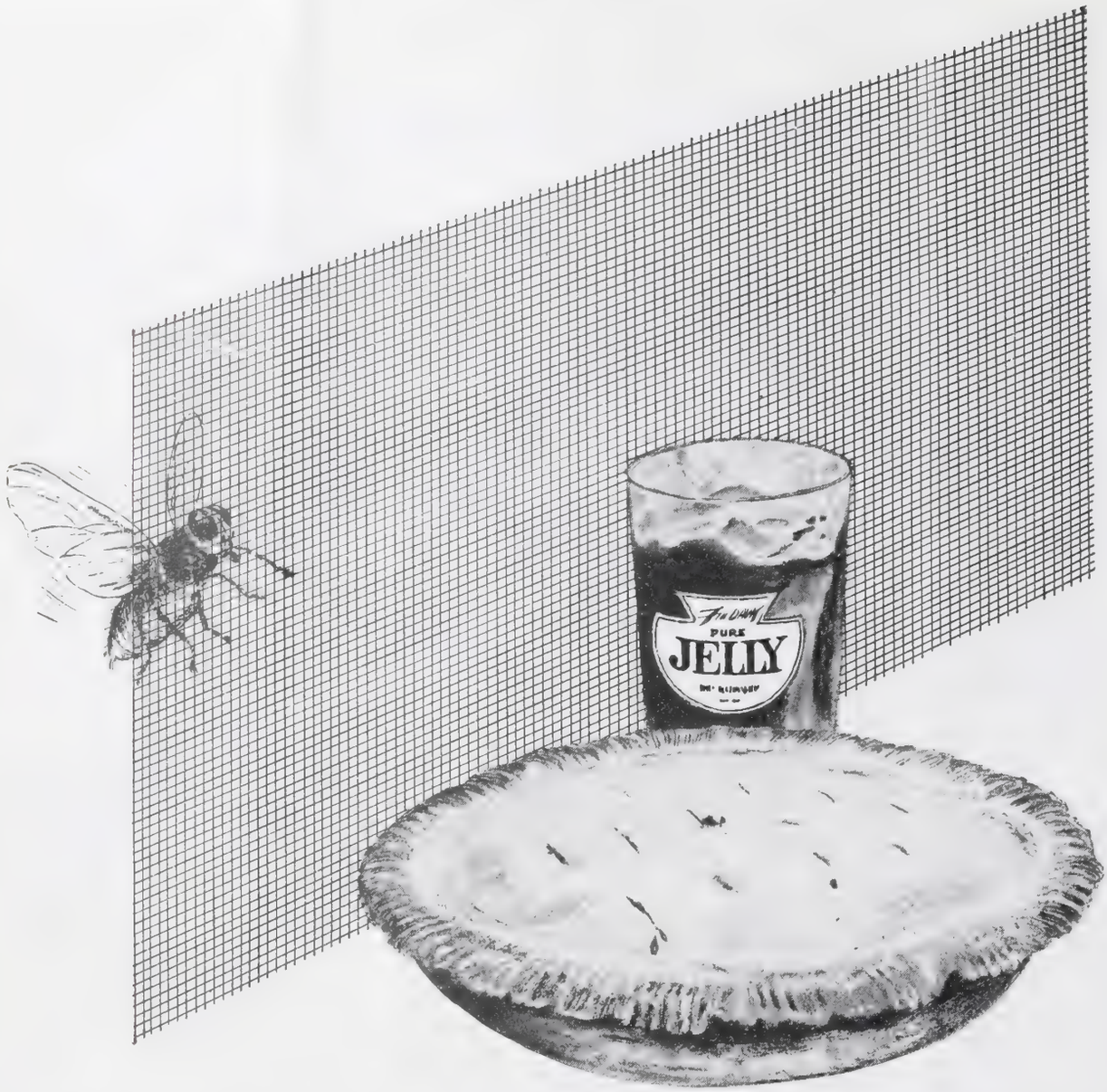
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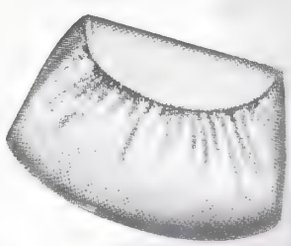


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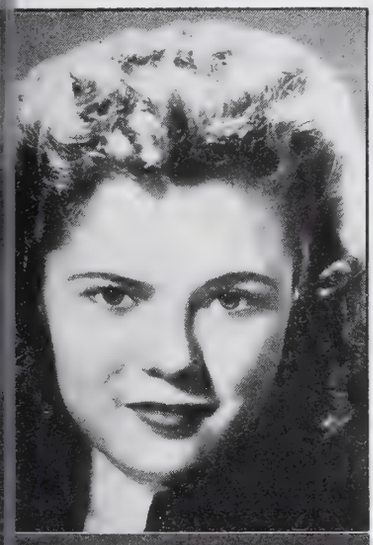
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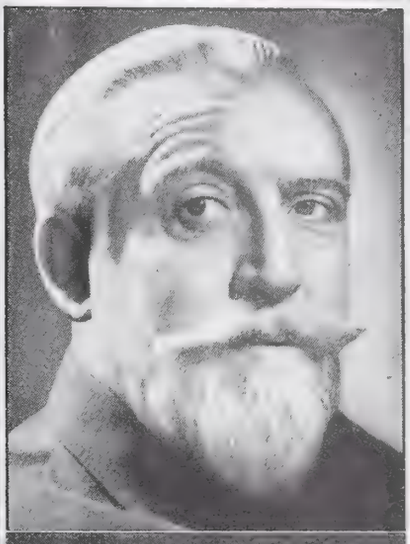
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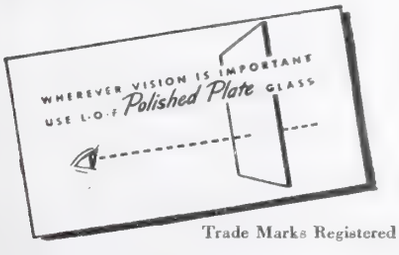
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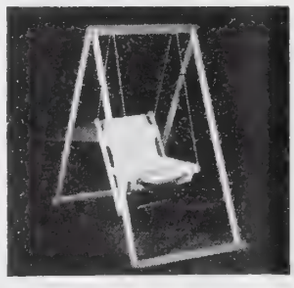
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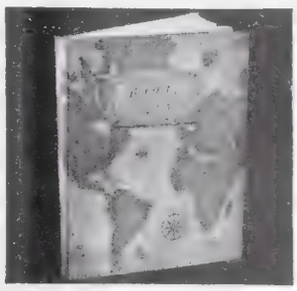


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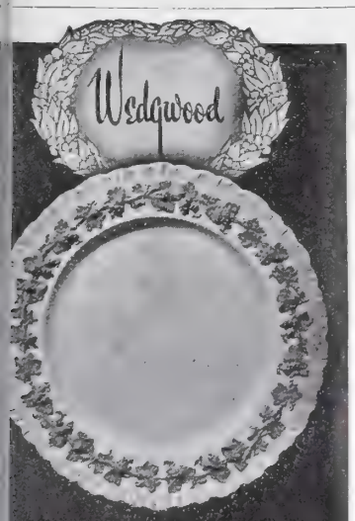
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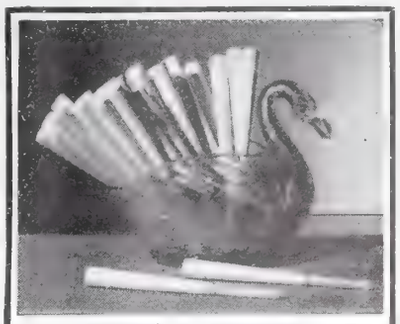
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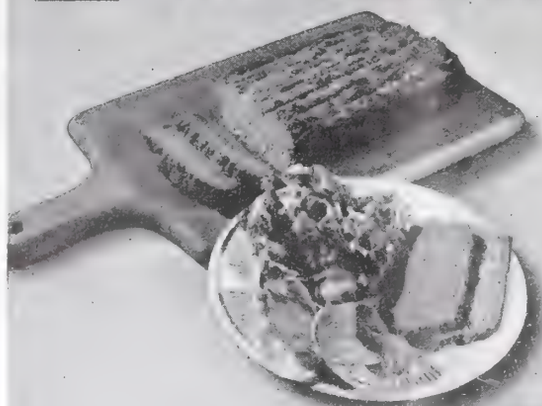
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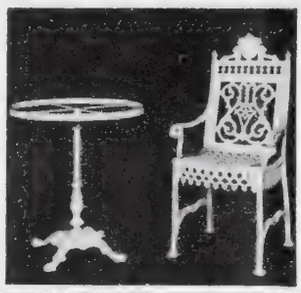
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DON'T throw away precious, hard-to-get stockings because of runs or snags! Our experts can quickly repair them, give new life to Nylon, Silk, Rayon, Lisle. 20¢ first short drop-thread, 10¢ each additional one. Snags 5¢ an inch. Simply wash stockings, mail to us with name and address. They'll be returned C.O.D.

DAMAGED CLOTHING REWOVEN PERFECTLY —KNITTED GOODS RESTORED.

Men's and women's woolens and tweeds expertly rewoven (French System, *remakes* fabric itself, thread by thread.) We restore also knitted wear (Sweaters, Skirts, Underwear, Blankets, Jerseys, etc.). Send us your damaged garments; by return mail we inform you as to charges—awaiting your O.K. before starting any work. *Satisfaction guaranteed or money back.*

A.B.C. REWEAVING SERVICE

Dept. H8, 125 W. 33rd St., New York 1, N. Y.

DOES YOUR DOG SCRATCH?



Don't Blame FLEAS MANGE or DIE ..2 to 1 It's "FUNGITCH

Amazing Ne Sulfadene Elim nates Canine Skin Infectio Long a Puzzle to Scien

IF your dog scratches, driven frantic by itc ing, don't blame fleas, mange or diet. Fam Dr. Merrick says such suffering is often due fungi infection. Contact with *mouldy* gra causes dandruff-like scales, open sores, moul odor—on ears, paws, under-body, tail or eyes leading to more serious condition, long medic care or actual loss.

SIMPLE EXTERNAL REMEDY. Trea ment of 3,121 dogs, at Dr. Merrick's Small An mal Clinic, reveals that SULFADENE clea up most stubborn cases quickly. *Mrs. J. Reed writes: "It's so easy to apply. Tuffy stopp scratching immediately. Infection on body di appeared by end of week."*

Relieve your dog of this tormenting affliction *mail only $1.00 for generous treatment.* Mone refunded if SULFADENE fails. SEND TODAY

BROOKFIELD LABORATORIES

Dept. H-2 BROOKFIELD, ILLINOI



• All the beauty of color and design which modern craftsmanship weaves into fabrics, into textiles! All the charm, the indefinable something which modern woman blends into that dream-come-true — her home! Yes, your home of tomorrow will be made countless times more intriguing, more delightful, more livable by fluorescent lighting — advances which home decorators tell us can, at war's end, revolutionize the whole field of home decoration.

For, as you may know, it's the powders lining the inside of a fluorescent lamp which make it work. And our engineers have discovered how to blend this light in ways that bring out just the color tones you wish in your living room, your bedroom; the right light to flatter your own natural loveliness! What's more, you can have mellowed daylight in the evening; cool light for a summer room, warm light for a winter room. All these are among the many postwar promises of fluorescent lighting.

True kin of fluorescent powder, the source of tomorrow's illumination, is likewise the picture screen of the cathode ray tube, heart of television. As leaders in these twin sciences of lighting and electronics, we at Sylvania try ever to keep our work to one standard and that the highest anywhere known.

WAR BONDS

FOR THE DURATION

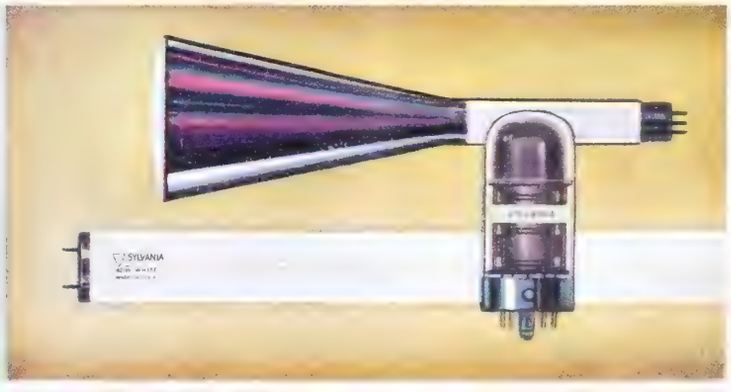
America's war program gets first call on our products, resources and

SYLVANIA ELECTRIC PRODUCTS INC.

EXECUTIVE OFFICES, 500 FIFTH AVENUE, NEW YORK 18, N. Y.

RS OF INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, RADIO TUBES AND ELECTRONIC DEVICES

THE POWER TO WIN . . . On the factory front Sylvania Fluorescent Lamps and Fixtures now help speed the wheels of industry, powering victory. On the home front Sylvania Incandescent Lamps and Sylvania Radio Tubes help keep up that home morale which also powers victory. As always, the Sylvania trade-mark stands for reliability in performance.



Make all your spare dollars Fighting Dollars. Keep right on buying War Bonds!



How to make a delicious Rum Collins

Fill with soda, stir well, add squeezed lime. Garnish with cherry, slice of lemon.

- 2 ounces Old St. Croix Imported Rum
- 2 or more ice cubes
- 1 teaspoon powdered sugar
- Juice of one lime

12 ounce glass

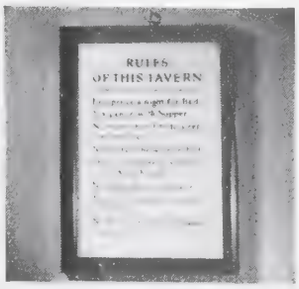
READ FROM THE BOTTOM UP

COPYRIGHT 1944 GENERAL DISTILLERIES CORP.
BOSTON, MASS. . . . 86 PROOF

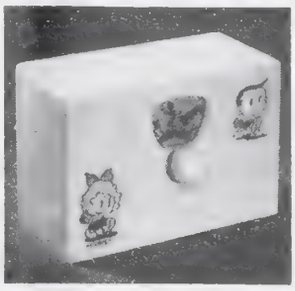


INDOW SHOPPING

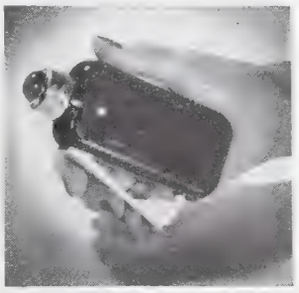
EST IN THE HOUSE. Hang "Rules of This Tavern" in your room and watch your reputation ostess soar. It's a framed warning our friends to mind their manners. more than five to sleep in one bed. beer allowed in the kitchen, etc. x 11", and framed in black wood brass hook for hanging, just $2.25 paid. Old Print Exchange, 14 E. St., New York 17, N. Y.

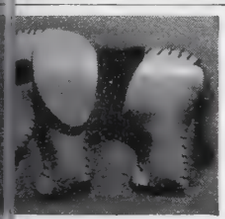


SIC WITH MOVIES FOR PPETS. Here's the young fry ver- of television! This music box with rted Swiss works looks like a radio when you turn the wood knob to it you start not only a merry but a moving procession of young- and their pets. Pink or blue, 7¾" x 3¼", $8.95. Miles Kimball, 33 ma Blvd., Oshkosh, Wis.



HT OF YOUR LIFE. And, not kidding! This flashlight ld last a lifetime because there no batteries or cords to wear out eplace. A built-in magneto with . magnet makes its own electricity. s comfortably into palm of hand the speed at which you contract le determines brightness of light. plus 10¢ postage. Hammacher emmer, 145 E. 57th St., N. Y. 22.





"Campaign Torches"

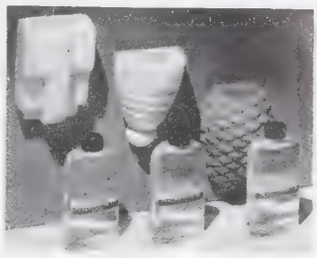
Republican or Democrat, be proud of it! Carry a torch for your party! A clever ALL HAND-MADE leather lapel pin. Press his tail and concealed



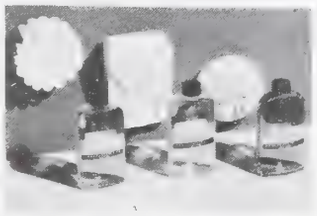
ttery lights his eye—$2.50 EACH. You may also have "Bright Eyes" rse in basic colors or a white rabbit at the same price. Send check money order today. Sorry no c.o.d's.

IFT CLUES, 337 E. 42nd St., Dept. H, New York 17, N. Y.

Keeps Rooms Fresh and Fragrant



C. D. B.



F. A. E.

Specify wall perfumers by letter 50¢ each

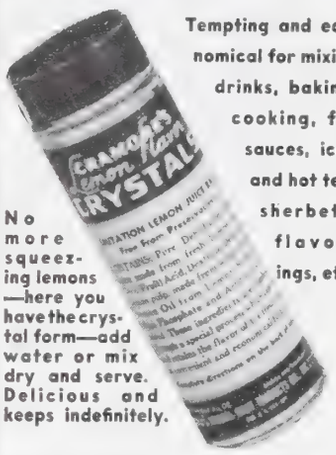
Fragrantaire house perfume gives you the delicate fragrance of country gardens, or the tangy, fresh smell of the woodland. A spoonful in our good-looking porous perfumer keeps a room smelling heavenly as long as a week (it's really economical), a closet longer. Choice of 18 entrancing scents.

Specify scent: Mountain Pine, Gardenia, Apple Blossom, Bouquet, Spice and Herbs, Trefle, Lavender, Honeysuckle, Narcissus, Carnation, Chypre, Rock Garden, Sandalwood, Incense, Oriental, Rose, Lilac, Orchidee.

Scent: 2-oz. bottle 50¢, 4-oz. bottle 90¢, 8-oz. bottle $1.60. Wall perfumers 50¢ each. Orders shipped post-paid or C.O.D. plus postage.

FRAGRANTAIRE CO.
Dept B-16, 118 E. 28th St.
New York 16, N. Y.

Lemon Flavor CRYSTALS

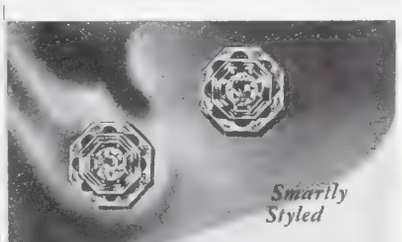


Tempting and economical for mixing drinks, baking, cooking, for sauces, iced and hot tea, sherbets, flavorings, etc.

No more squeezing lemons—here you have the crystal form—add water or mix dry and serve. Delicious and keeps indefinitely.

Trial Package (LEMON, LIME & ORANGE) $1.00 POSTPAID

GENERAL FRUIT PRODUCTS CO.
POINT PLEASANT, NEW JERSEY



Smartly Styled

DIAMOND EAR RINGS

Original Selle mastercraft creation in 14-Karat gold—either combination yellow and white, or all-white gold. Set with two fine quality, brilliant, 58-facet diamonds. Pierced ear-style. The pair (including tax) . . . $100.00

Selle JEWELRY COMPANY
808 OLIVE STREET, ST. LOUIS, MO
502 CENTRAL AVE., HOT SPRINGS, ARK.



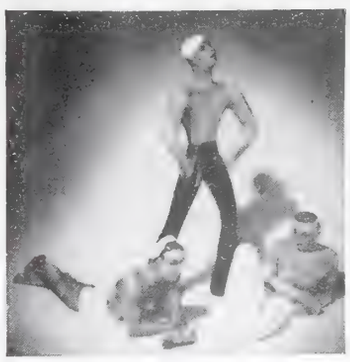
Burned in pairs 15 ft. apart, these famous essence of citronella candles chase away pesky mosquitoes. Health officials warn against mosquito malaria-carriers.) CitrOdors, used by the million, are guaranteed to burn 15 hrs. in glass cup. Gift-boxed with attractive black cup-holders. Stock up now.

Per Pair $1.00 3 Pairs $2.85

Order extra candles for REFILLS:
6 for $1.25; 12 for $2.40

Postpaid Mail remittance today Immediate shipment

SEEDSMEN SINCE 1818
BRECK'S
970 BRECK BLDG., BOSTON 9, MASS.



There's Something About A Sailor!

Their rakish hats, their tanned brawniness and their hard-earned relaxation make this group of three gobs as lovably American as the World Series. Of durable composition, 14" long, and in full color . . . $4.50 each. $12.75 the set.

Sorry, No C.O.D.'s

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294 Seymour Ave. Newark 8, N. J.

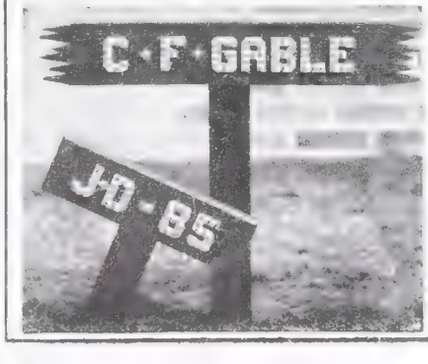


Your name or monogram on *delicate pastel soap!*

The design stays in this personalized soap as long as the cake lasts! The soap in peach is jasmine scented, in yellow with lemon verbena, in green with pine scent, white with jasmine or lavender scent. And the design in any color. Specify whether block or script initials, or name only. 6 cakes, $3.00; a dozen, $5.00. Plus 25¢ for Postage. Sorry, no COD's.

Write for folder of our popular military soap and other personalized gifts.

Katherine Gray 3 Park Place Dept. B. 8 N. Y. 7, N. Y.



Abbey Day & Night Markers made of *Solid Carved California Redwood*

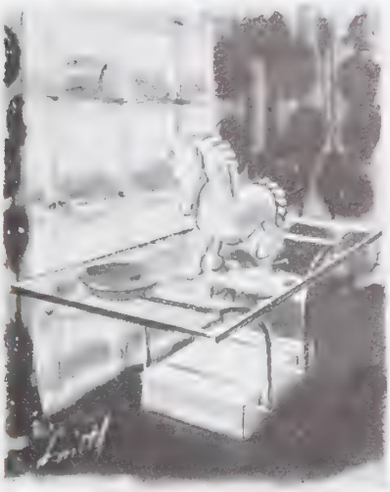
Attractive—Durable
Weather Resistant

Shipped complete with 24" ground stake and screws—ready to install.
Complete marker with up to five 2" reflector letters or numerals.....$3.35
Complete marker with up to five 3" reflector letters or numerals.....$4.70
Extra 2" letters.....45c each
Extra 3" letters.....65c each

No charge for punctuation marks.

ABBEY DECORATIVE PRODUCTS CO.
Pleasant Valley, New York

modern plate glass coffee table



Lustre and brilliance are inherent in genuine plate glass. When a design combines, as does this coffee table, the beauty of the material with sound structure and graceful lines... you have a piece that "performs" above and beyond the call of duty!

Half-inch plate top, 24 x 24
choice of wood base

Miami Store: 1444 Biscayne Blvd.

Modernage
162 East 33rd St.
New York



BERLÉ'S "BUST-DELINEATOR"

Removes all compression

Perfectly fitted and constructed on entirely new principles, Berle's "Bust-Delineator" gives an uplift and separation to a rounded or pointed contour.

Creates a firm, graceful and youthful silhouette and prevents any bulging, sagging or shifting.

IMPROVES your APPEARANCE 100%

Recommended by many health authorities. Hundreds of testimonial letters from Leaders of Society and the Theatre.

INDISPENSABLE for all SPORTS

Call at our New Salon or write for our Interesting Booklet HB

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PRIZE PERCHERONS

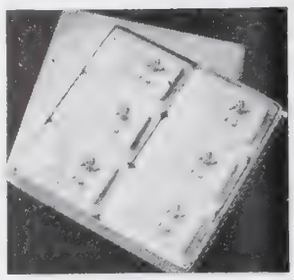
This porcelain piece is the work of Douglass Hall, nationally famous as a sculptor of horses, and is authentic in every detail. *Just the right size (21" long) for a mantel ornament or table decoration — with or without flowers or small fruits. These perfectly modeled horses and the amusing wagon make an unusual and distinctive gift.*

Only $25.00 express collect ($26.00 prepaid). Order direct. Send check or money order.

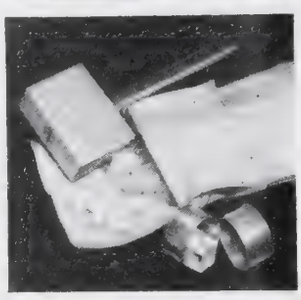
For other gift suggestions of distinction send us your name and address.

ARCO PRODUCTS CO., LEXINGTON, MASS.

WINDOW



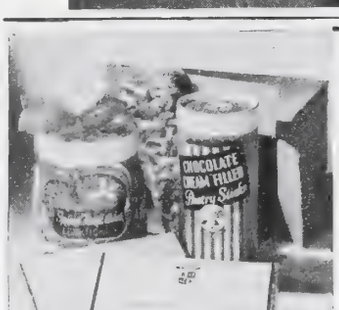
FUN IN THE TUB. Maybe ba ing is all right if you're grown up haven't time for more exciting thi but when you're six-ish it's just s in-the-eye. So if you're worried ab your harum-scarum, give her this s and watch the grubbiness fly! white cakes with perky design and name in any color, which lasts, $ plus 35¢ postage. Hall Galleries, Al Steiger Co., Springfield, Mass.



KEEP COOL and crush ice the e way with these tools of the tra Avoid the old fashioned mess by plac your ice cubes in this strong can bag and bang with wooden mallet. place a cube between the teeth of crusher and squeeze. A grand host gift if you want to be sure of crus ice in your daiquiris. $3.25 for set. Bar Mart, 62 W. 45th St., New York



THE MOST IMPORTAN RING of a woman's life is her gagement ring. Later she may h more pretentious diamonds, but one should be flawlessly beautiful worthy of the deep sentiment that attached to it. So we show you a Ke sake ring. You may put your trust in and you'll be proud of it always. band is solid gold. $500 incl. tax. Jor Marsh Co., Boston, Mass.



A Wonderful Gift, ANYTIME, for those in the Service—at home and abroad

DeLUXE GIFT BOX

A Thrilling Change—Intriguing Goodness

SPICED FRUIT CAKES—Made from a famous Europea recipe 400 years old. There's "nothing just lik them". Full of delicious, tasty fruits and almond with a variety of flavorful icings. 17 ingredients all. Vitamin-rich. Energy-building. Nourishing. Six a package.

"PASTRY STICKS"—Choc-full of Delicious Chocola Cream. Fifty Pastry Sticks packed in an air-tight co tainer which keeps them crisp and "crunchy." A tru delicious confection.

CHOCOLATE BARS—2 large bars of rich, wholeson chocolate, one Bitter Sweet, one Mocha. A real trea

MIXED SALTED NUTS—1 lb. of fancy, highest quali walnuts, pecans, cashews, filberts, almonds, peanut This **DeLuxe Gift Package**, with each product attractively wrapped, total weight 5 lbs., mailed postpaid **$5**

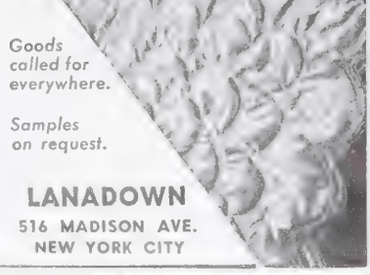
ROLL BISCUIT COMPANY
Dept. 7H, 827 Broadway New York 3, N. Y

NOT UNTIL IT'S OVER OVER THERE

can you replace your old comfortables. Down is frozen, so you must lavish the same care on your comforters as you do on your tires. If the outsides are shabby, send them off to us. Down or wool, whatever they may be.

We re-cover the custom-made way.

Sole creators and distributors of the famous patented Lanadown, Lanafur, and Lanamink comforters. Lanamink is the ingenious new comforters comprised of mink fur and wool forming one of the warmest possible quilt fillings.



Goods called for everywhere.

Samples on request.

LANADOWN
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NEW YORK CITY



Genuine Antique
CARRIAGE LANTERNS

BODY
5'' WIDE X 6'' HIGH
LENGTH
16'' OVERALL

BLACK ENAMEL FINISH SILVER TRIM
PERFECT CONDITION
WIRED READY TO INSTALL
PRICE $15.00 EA.
F.O.B. ORLANDO, FLORIDA
THE R. G. COFFMAN CO. INC.
ORLANDO, FLORIDA



SKYROCKET PLANT

They are natural flowers from South America and, believe it or not, they last a lifetime! In pink, fuchsia, or yellow, 21" high. Even the white china bowl is decorative. And imagine a gift that lasts longer than friendship!

$6.75 postpaid

WARENDORFF'S
469 Seventh Avenue New York, N. Y.

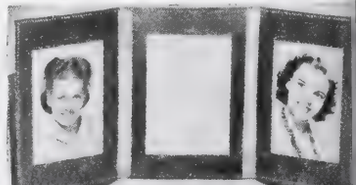
Send him a gift he really wants!



FOTO-MIRO*

Designed by a U. S. Marine Veter

A beautiful genuine leath photo-frame reinforced with steel mirror to prevent pictur from being crushed. Design to fit in all uniform breast pockets. When carries your pictures in a FOTO-MIRO, t 20 gauge steel mirror covers his heart.



(actual size 3½" x 5" when folded)

Pictures of loved ones are all important servicemen. That is why you should send hi a FOTO-MIRO, a safe place to keep picture The steel mirror is one of the serviceman great needs for shaving and personal car

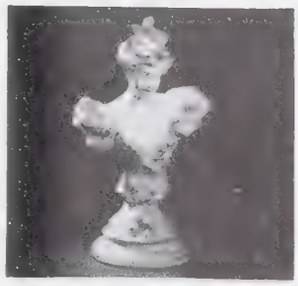
Packed for shipment overseas without specia permission. **Price $2.00 each.**

Deluxe model in fine goatskin leather, 22 kar gold tooled at **$5.00** eac

Created by
Worthington *Fifth Avenue*
*Reg. U. S. Pat. Off.
71 Fifth Ave., New York 3, N. Y.

SHOPPING

TIARM PIECE. How much do y think this figurine is? Nope! You're ng! And we made the same mistake selves. Bargain priced though she this is a lady of rare distinction, her quiet aristocracy will do ex- ng things for your room. She is le of durable composition, 8" high l comes in dusty rose, gold, or du- net. $3.50 postpaid! Lyons Galleries, tinental Bldg., Forest Hills, N. Y.



ONNECTICUT COOKING at its t. Here under one cover is a collec- n of recipes and illustrations con- buted by such well known Connect- t Yankees as Clare Booth Luce, Van ck Brooks, Helen Hokinson, and ers. The proceeds are devoted to war vices, so you are not only getting entertaining, instructive book, but help a good cause. $2.50. Westport man's Club, Westport, Conn.



WHAT TIME IS IT? If you don't ow, it's time to invest in a reliable tch. And this is it! Waterproof, ockproof, anti-magnetic, radium dial l hands, unbreakable crystal, pre- ion tested, sweep second hand. 15 vels and stainless steel back, $39.75; jewels with extra thin, all stainless el case, $59.75. Tax and postage incl. ll Watch Co., Time & Life Bldg., ckefeller Center, New York 20, N. Y.

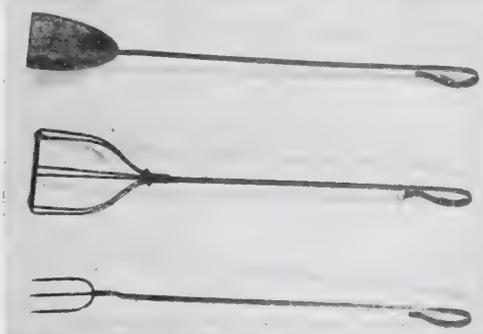


BARBECUE TOOLS

A summertime scoop for the chef who fancies his outdoor cooking are these barbecue tools of heavy gauge wrought iron. There's a spatula, fork and grill for steak, hot dogs, etc. 26" long with long handles allowing one to stand well back from the fire. Complete set is a wonderful buy at $4.95 post- paid (in U.S.A.).

Send for Catalogue B8

The SALT & PEPPER SHOP
145 E. 86th St., New York 28, N. Y.





ery pretty indeed

candlelight glowing steadily through ruby glass hurricanes on your outdoor or indoor table. They stand 14½" high on silver bases and the globes are sprinkled with white stars.

3.50
(postpaid)

Robert Keith
Thirteenth & Baltimore, Kansas City, Mo.



All Purpose Stool
16" x 12½" x 15"
A Gem at $2.75

offered as a sample of America's most distinctive line of rustic furniture. Made of enduring hickory. Top of handwoven hickory bark. FREE, a handsome catalog of Old Hickory's American Provincial and Rustic Furniture sent with each stool. Catalog only—25¢.

OLD HICKORY FURNITURE CO.
of MARTINSVILLE, IND.
60 ROCKEFELLER PLAZA · NEW YORK



AN *Improved*
TWO-WAY SHOE RACK

Hangs on closet wall or door, or stands firmly on the floor (see inset). Keeps shoes orderly — protects them from lint, dust and scuffing. This space-saving rack is sturdy in appearance and construction. Clear lacquer finish. New streamlined design. Holds 6 to 9 pairs of shoes. Size 21½ x 20 x 6½ inches. All wood—no nails or screws.

Mailed postpaid in U.S. for only $2.00
Send check or money order.
No C.O.D.'s please.

MET-L-TOP TABLES, INC.
1504 West St. Paul Ave. Milwaukee 3, Wis.

PRODUCERS OF MET-L-TOP
The Original All-metal Ironing Table

Mortite
YEAR AROUND PLUGGER-UPPER



A pliable Plastic that plugs holes in and around screens, casements, drainboards, sinks, bathtubs, etc. Stops rattles. In winter weatherstrips windows.

MANY USES IN THE HOME

Keeps out dust and dirt, mosquitoes, flies, ants and other insects.

Easy to apply. Unrolls like ribbon. Adheres to any clean, dry surface. Just press into place and it stays put. Does not shrink, crack or chip.

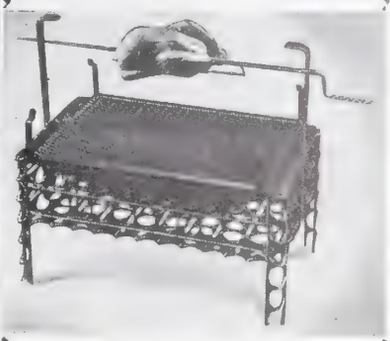
About 80 feet of Mortite to each roll, $1.25 postpaid.

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J. W. MORTELL CO.
519 Burch St., Kankakee, Ill.



Roll Your Own!



WROUGHT IRON ROTISSERIE-GRILL... Use it for a picnic de luxe outdoors or for roughing it indoors. It burns wood or charcoal with equal ease. The spit is adjustable; or it can be removed, and the high-low grilling surface raised for broiling. Remove the grill, and you can use the grate in your fireplace! 21" long, 12" wide and 20" high. Exclusive with us—

$14.75

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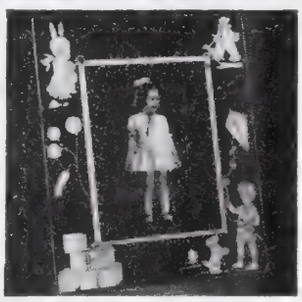
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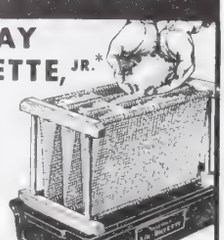
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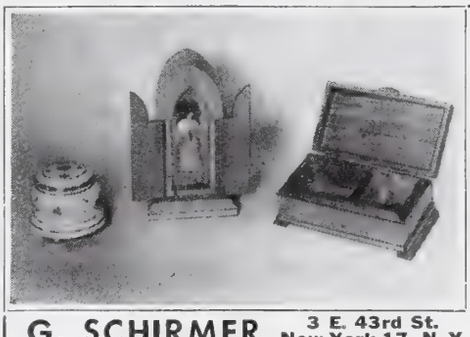
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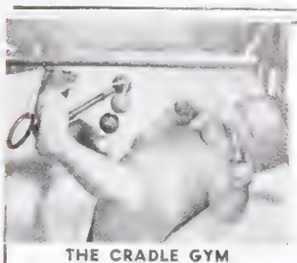
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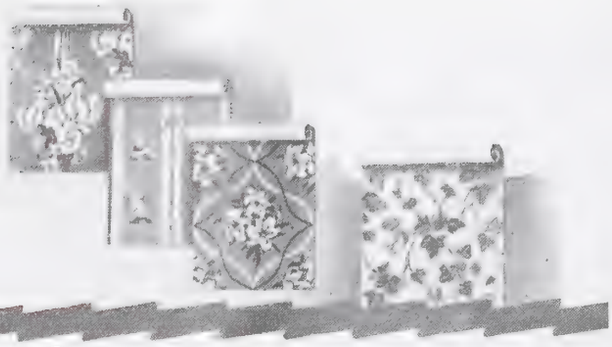
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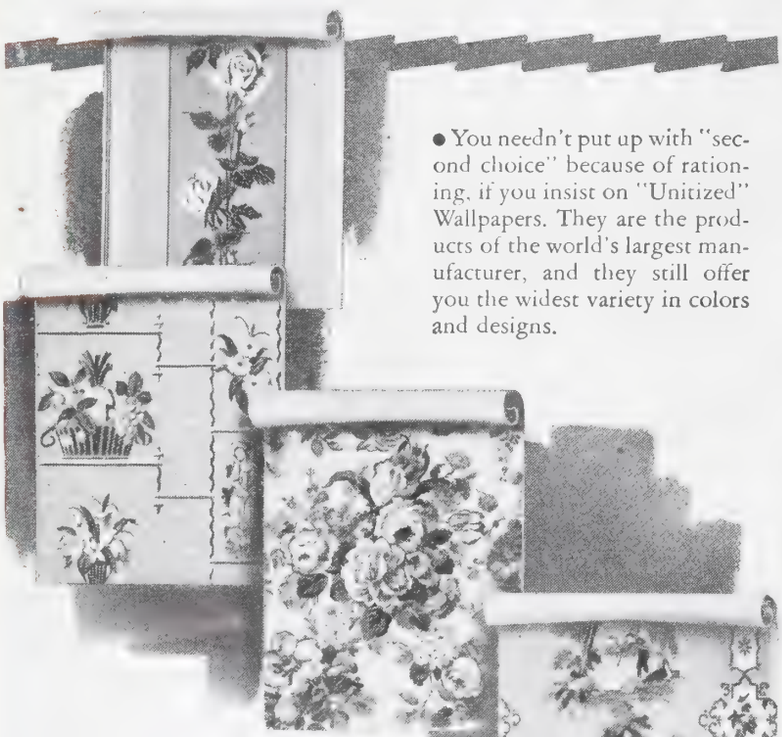
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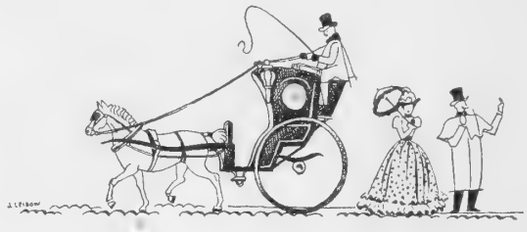
Keep the crops coming in and the bugs going out! Then can . . . can . . . and can

By David W. Bailey

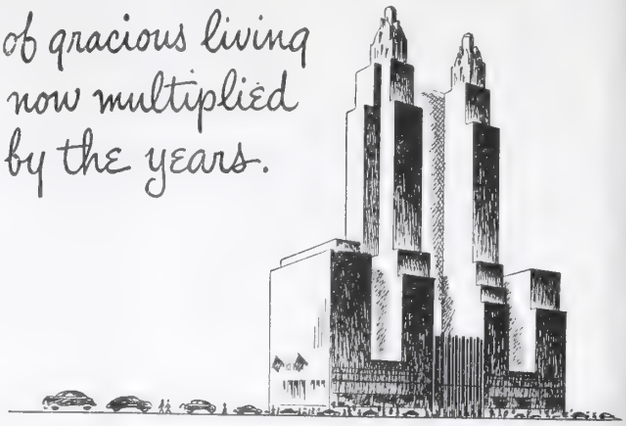
CANNING and canoeing divide our Augusts. The canning comes first. Years of experience have taught us that the time to get our vegetables into the kitchen is just after the dew has evaporated in the morning. I don't know whether they contain more or fewer vitamins then than at high noon, but I do know that the August sun can make picking pretty tiresome. At our house we plan to assemble the family right after breakfast in the shade of the big ash tree or on the long piazza, where all hands can help in snapping beans or slicing peaches or cutting up the tomatoes for piccalilli and garden special. Someone will have to dip the fruits in boiling water and watch the pressure cooker on the stove, but the rest of us will pitch in and make light work of what might a sorry chore for one lone cann

By the time the shadows afternoon begin to lengthen, jars stand cooling on the rack the corner of the kitchen and t canning crew are already in th swimming gear, ready to push stream to the big bend of the riv

Do you just can tomatoes, do you vary your pack? We kn at least five ways of dealing w what our British friends call "glut" among the tomatoes. T first is to skin 'em, pack 'em qui and process 'em in five minutes what Careme might have call "pommes d'amour au naturel." A other way is to sieve them a flavor them for tomato-juice co tails, all ready to ice and po when the canapes start circulati



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THE MAN
BEHIND THE HOE

winter. A third method com- them with onions, okra, cel- and green peppers in the mix- known to the Government phlets as "garden special." s prepared, they supply the ing for many a sauce or lette. Style No. 4 calls for ing only the lightly-drained , flavored with basil, and sim- d to a somewhat concentrated e—the ideal concomitant of *hetti alla Bolognese*. The fifth highly spiced and most delec- soup, which provides—either or cold—a pungent preface to ll-scale dinner.

you want to stretch five ways seven or eight, then of course can count chili sauce and n piccalilli and ketchup, though e last should really be a part our pickling quota.

peaking of okra, do you cut s soon enough and often gh? The pod should be edible twenty-four hours after the blossom petals drop. Nothing in the garden is less appetizing than okra which has gone fibrous, and nothing adds a slicker finish to a chicken soup than okra which is just right. And have you an authentic recipe for real Gumbo Creole? From time to time this department has supplied readers with favorite recipes. Now we ourselves would like to learn, from someone who really knows, just how to combine okra and herbs and grated sassafras root to provide that unforgettable flavor.

Have you a freezing plant with storage lockers in your vicinity? Midwest farming towns have had them for years and, even under priority regulations, a good many Eastern suburban neighborhoods will get them this year. We tried freezing some of our home vegetables for the first time last sum-

(*Continued on page* 95)

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Study the space you want your bathroom or kitchen to occupy—plan the arrangement—provide for storage space—consider the architectural features—make up your mind on the kind of plumbing you want and, finally, plan the color harmonies.

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It is wise to check your plan with your plumbing contractor. His knowledge can often save you many dollars and his skill and experience are your assurance that the vital supply and waste lines are properly installed to guard your health. He will also be able to furnish Crane equipment as soon as it becomes available.

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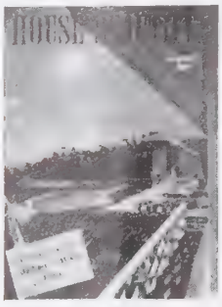
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HOUSE BEAUTIFUL

THE MAGAZINE DEDICATED TO THE BUSINESS OF LIVING



CONTENTS, AUGUST, 1944

Not every garden boasts, besides its flower beds and smooth lawns, a swimming pool, a terrace, a view of nearby woodland, and an almost aerial view of a major city. But our cover garden, owned by Mr. and Mrs. Jack Moss, in Los Angeles, Calif., has all. Kodachrome, Maynard L. Parker

DECORATING

A Bachelor Is Judged by the Quarters He Keeps 35

Fitting Décor for the Lord and Master..... 36-37

Are You Man or Mouse? 37

GARDENING

The Man Behind the Hoe: "Protect and Preserve" Is the Vegetable Garden Slogan 26-27

Why Does a Man Garden? 40-41

Some Manly Work for the Males Who Like Big Projects 44-45

Make Mine Perennials 46-47

The Log of the Practical Gardener 87

POSTWAR PLANNING

What the GI Wants in His Postwar House..... 31

The Veterans of World War II Say They Will Want—32-33

Postwar Dream World or—Reality? 48

How to Judge Modern 49-57

New Heating Principle Used in Modern House..... 96

FOOD AND ENTERTAINING

To Pique His Jaded Appetite 59

HOUSE BEAUTIFUL'S HOME PLANNERS' STUDY COURSE

For Men Who Like Plain and Honest Architecture.... 61

The Outdoor Living Room Is the Heart of This House..62-63

A Western Ranch House Suitable for Other Parts of the Country 64-65

It's the Planning that Will Make Postwar Houses Better 66

OTHER FEATURES

Window Shopping 16-24

Could You Afford to Be Sued? 38

Dear E. G. 39

Equal Rights for Homeowners 42-43

Should Men Do Housework? 60

When Men Choose Music 69

ELIZABETH GORDON
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Something Old Inspires Something New in Bedroom Decoration...

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Cabin Crafts

DALTON GEORGIA



One of a series of incidents in the lives of immortal composers, painted for the Magnavox collection by Walter Richa

How America's best loved folk-songs were inspired

His family frowned at his "devotion to musick." So, in 1846, young Stephen Foster was packed off to Cincinnati . . . to work in his elder brother's steamboat agency until he outgrew his "strange talent."

But there was melody in the air of that Cincinnati waterfront of a hundred years ago —*music of the south* on the lips of the Negro roustabouts who manned the gorgeous Mississippi River steamboats from Memphis and New Orleans.

Dutifully, the twenty-year-old boy kept the books of "Irwin & Foster, Agents." But in his spare time he would jot down verses in Negro dialect—and tunes to go with them inspired by the colorful new environment in which he found himself.

Soon, this young Northerner was composing folk-songs that seem to have been born and bred in the old romantic South—*Swanee River* and *Old Black Joe, Camptown Races* and *My Old Kentucky Home.* In the words of Alexander Woollcott, they "are now, and for generations yet to come will be, an enduring part of American life."

Today, when wartime tension seems hard bear, why not summon back the peace past by listening to one of the mellow son of Stephen Foster as rendered by a Magnav radio-phonograph? So faithfully, so beau fully does this instrument reproduce t world's great music that it has been chos above all others by such famous masters Kreisler and Rachmaninoff—by Orman Beecham and Horowitz. The Magnav Company, Fort Wayne 4, Indiana.

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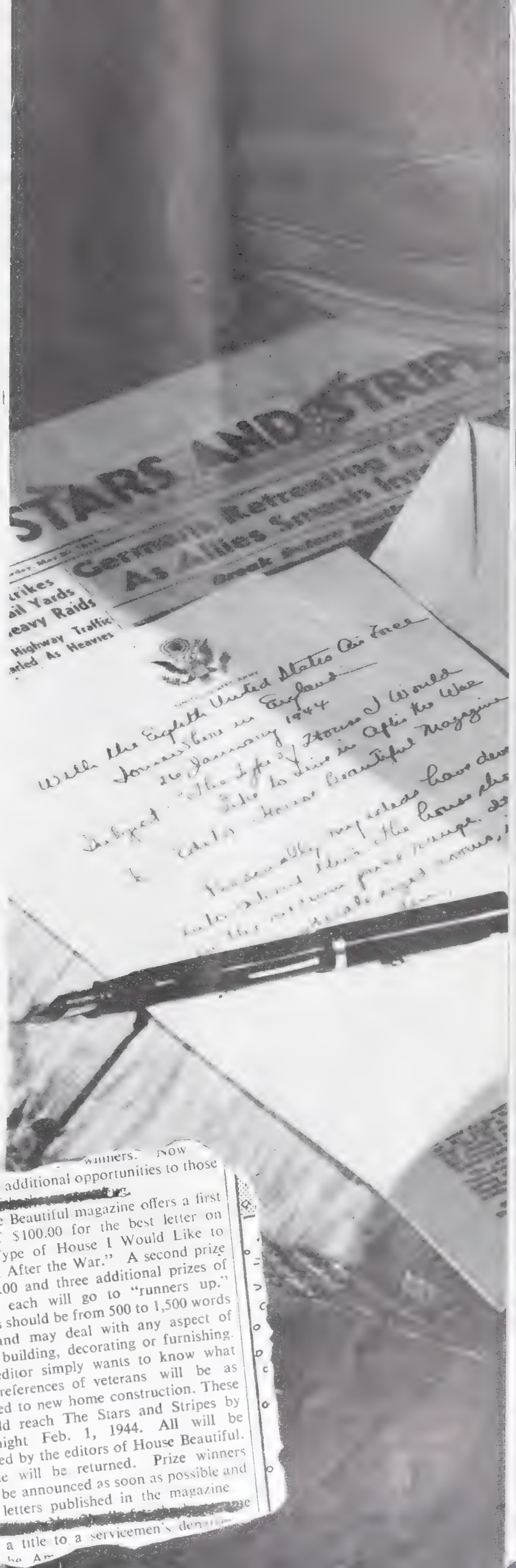
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WHAT THE "GI" WANTS IN HIS POSTWAR HOUSE

Through the European edition of "Stars and Stripes," House Beautiful asked our soldiers how they wanted their postwar homes to be. Here's a digest of what they say they want

Our service men think about Home—past and future—more than any other subject. So what could be more logical than to ask them to describe the kind of homes they visualize for themselves. HOUSE BEAUTIFUL was set back on its heels by what they told us. For the majority were vociferously for change, progress, technological advancements. They deeply desired homes that worked better than present-day houses have worked. We had expected their letters to be dominated by nostalgia for the home they had known and left. For distance is supposed to lend enchantment. But it didn't work that way. They are not dreaming of quaint architecture or backward-looking styles of furniture. Instead they talk of stressed panels, light weight alloys, solar radiation, walls of glass, plastics, bentwood furniture, prefabrication. They are amazingly well informed about what is possible—technically. They don't exactly say "off with the old, on with the new." But they practically do. It looks as if progress is on the march.



THE VETERANS OF WORLD WAR II SAY THEY WILL WANT . . .

FIRST PRIZE



Somewhere in England
April 13, 1944

From Edward A. Kubiss, Sgt.

"The type of house I would like to live in after the war" will be "the most service-full house."

Let me take you to my home. Hop into my new auto-plane. It's just a 20-minute ride from downtown, but thirty miles out in the country.

Look down! There it is, now! The one with the hedge fence all around — and the big back yard. Over on the left is the garage and tool house. You'll find there a work bench; a small, but basically complete set of carpenter and gardening tools and materials; a bicycle; and a jeep.

In the right-hand corner is a small garden — to work out my sentences to the "dog-house" in the summertime. The stone work in the center near the back hedge is a fireplace and barbecue pit for picnics and parties without the usual inconveniences of ants, smoking fires, and the like.

In the space that's left we can play shuffle-board, ping-pong, badminton; sun bathe or ice skate, depending on the weather or mood; or hang the weekly wash.

That covered walk between the garage and house is indispensable. It makes an ideal shelter on rainy days, doing away with muddy shoes and wet hair and clothes. At the same time it makes possible treating the house and garage as a single-service unit.

We're going down, now. Watch this 3-point landing on the driveway! . . .

Let's go into the house first. Later, you can inspect the outer arrangements more closely. Through the "service" entrance you go. (Back doors are old-fashioned these days.) This is the laundry and auxiliary wash room. The cement floor is easily cleaned and has a non-slip finish. All blank wall space is covered with cabinets and closets — nothing to trip over — and every unit is a labor-saving device.

Next the kitchen; and dinner is ready to be served. You don't see anyone or any preparations being made? How can I tell? That's easily answered. That cabinet over there contains the stove. The red light in the upper corner shows the food is cooked and waiting to be served. Meanwhile, it stays hot waiting our appetites to bid us begin. The wife prepared dinner before she left at noon and will have it set on the table a few minutes after she gets home. And she's due to arrive pretty soon now. So let's *(Continued on page 72)*

SECOND PRIZE



Somewhere in England
January 27, 1944

From J. H. Ward, Tech. Sgt.

"The type of house I want to live in after the war" will have to be tailored to fit me and the things I like. That is to say, it will have to be a Modern house. And I mean completely modern. I do not want a gambrel-roofed Glastonbury Colonial, an ivied Cape Cod cottage, or a crimson farmhouse. Though I'm a roots-in-the-rock New Englander, I have never understood why reproductions or adaptations of the best that architects and builders could do two hundred years ago, supposedly brought up to date with the newest appliances and devices, are considered modern. Like matching a stage coach equipped with electric headlights against an automobile. But all this, of course, is personal taste.

A house must be a home to fulfill itself. The two aren't synonymous. To suit me it will be designed for comfort and convenience, with appearance insured by sensible planning and good building, tolerant of the old things I can't do without, and allowing plenty of room for the new that I want.

It seems to me that too much consideration is given the appearance of a house, at the expense of the plan. I think that any house or building planned well and built well will result in a pleasing whole, and that houses, period reproductions in themselves, necessarily limit themselves in their furnishings and equipment.

New materials and new ways of using the old ones are continually being discovered. I want to take advantage of the great array of them: the sheet veneers, the plastics, and all types of glass. Color is something that is forgotten all too often, in spite of the life it gives a house.

What I should like in detail is this: I assume that the house will be more or less embedded in one or two acres with a pleasant prospect. A house should rest in the ground. Not on it. The materials the architect will use are for him to decide, whether they be traditional and assembled on the site, or pre-fabricated. I'd prefer stone, or something that does not require periodic and expensive painting and cleaning.

But it's the inside that really concerns me, and the cost of up-keep.

A one-floor plan would save stair-climbing, which should more than cancel the extra steps on the one floor. The cellar could be eliminated; the heating equipment installed in a centrally located room of its own. *(Continued on page 73)*

houses that are more functional

privacy from neighbors and street

more and stronger colors

more glass for more sunlight, and

maintenance-free materials

THIRD PRIZE



Somewhere in England
January 27, 1944

From Glen A. Davison, Corporal

Your question, "The type of house I would like to live in after the war," is certainly moot. It is seldom, indeed, that a group of GI's get together that the conversation doesn't sooner or later get around to it. Every man has a dream-house for the postwar period. Here is mine, or rather ours. There is a girl back home, in the WAC, who shares this particular dream.

In the first place, we are "Moderns," and you will find that the majority of Yanks are leaning in that direction. The curves and straight lines of modern architecture and furniture design create, with their simplicity, an atmosphere that is soothing and beautiful. Our home will be modern, but not Modernistic. Yes, there is a difference. Modernistic design is the result of a brainstorm of some would-be designer, in which usefulness and good taste have been sacrificed in order to be different. True American Modern is the most efficient and beautiful (to say nothing of it's being the cheapest) style we have ever known.

Our choice of building material will be air-core tile, which lends itself well to the modern. Steel will replace wood in many places and glass will be everywhere. A home must be light to be livable. Glass-blocks will play their part in making this one so.

Panel heating, with steam, will be used, and an air-conditioner will be a must.

Two white elephants that will be missing in this house will be the basement and the attic. Instead of a basement one can have the same number of cubic feet of house, above ground, where it is more convenient, for less money. As for the attic, why pay more for a gabled roof when modern insulating materials have done away with the need for one?

The house will be laid out to fit the ground chosen, and will consist of a living room (a huge one), a small kitchen, two bedrooms, two baths, a utility room, and a combination garage and playroom. No, no dining room. The dining room is another white elephant that has seen its day. Today, the average family will use this room only on Sundays or special occasions, and it is wasted space the rest of the time. Our dining, as is usually the case, will be done in the breakfast nook, except Sundays, etc. At one end of the living room, and designed to match the rest of the furniture in the room, will be a drop-leaf table with enough *(Continued on page 74)*

★ ★

GI JOE IS A PRETTY SMART FELLOW. IF HIS COMMON SENSE PREVAILS WE WILL HAVE BETTER HOUSES

• When Congress recently passed the "GI Bill of Rights" it became possible for every returning veteran to borrow as much as $2,000 (at 4% interest) *without security*, for the purchase of a home. Consequently, it is very important to wives, builders, planners, and sellers of houses to know what this great new potential market will want.

• Though HOUSE BEAUTIFUL cannot present a statistical cross-section of GI opinion, we can say that the majority of letters showed a marked desire for change, progress, and a breaking of the shackles of sentimentality in design.

• This attitude was well put in a letter from Corporal Donald K. Peterson: "We are increasingly conscious of the functional design and engineering miracles behind our mighty bombers and fighters. We have learned that it is a never-ending succession of improvements that has made our Air Force so successful. So when we return to civilian life we will carry back a respect for and a faith in the designer who makes a house increasingly functional—a living house.

• "Therefore, the type of house I would like to live in after the war would be designed along functional lines, combining comfort and simplicity. . . . There will be a new and changed United States, and I want my house to be in keeping with this new spirit—a home in which the use of transparent plastic and the frosty silver of duraluminum will fit, so that everything is part of the whole.

• "The exterior would be somewhat streamlined, not too modern, but with fresh, clean lines embodying the use of glass and glass block to bring in plenty of sunshine. The rooms would be built on the same level, and around an inner court, so they would receive plenty of light and air."

• What Corporal Peterson says so succinctly, other GIs said, too, in not so well-chosen words. Technologically we are ready for this evolution. If nearly ten million veterans should want it, you can be pretty sure we will have it—travail not withstanding.

★ ★



Mr. Sandler, with a man's eye for architecture, applied the same treatment to the china cabinet as to the foyer-dining-room walls. It follows the design in baseboard, dado, cornice, and powerful ivy chintz

Right. Shutter doors divide the alcove study from the living room. A mirror wall increases its apparent size. Storage closets on each side of the desk are concealed by doors built flush with walls and covered to match

A bachelor is judged by the QUARTERS HE KEEPS

Women have no corner on decoration. This New York apartment belongs to a man with a superior, fine taste that many women could envy

Feminine propaganda would have it that no mere male is capable of furnishing his own castle. Pay for it, yes. But to have a hand in the selection of its rugs, draperies, and chairs—heaven forbid! For that has to do with Good Taste, something men are supposed to know nothing about. Which, of course, is the bunk. Many a man can equal or even eclipse his wife's taste in clothes, art, and general behavior, and if his wife were smart, she'd invite his good taste to work with her own in achieving a beautiful home.

Here's how one man, a bachelor with no distaff influence to guide—or mislead—him, planned his own living quarters. Mr. Ted Sandler's apartment exemplifies the comfortable, architectural kind of decoration that all men applaud, besides being a three-room lesson in faultless selection and perfect detail. It makes all that stuff you hear about men's state sound pretty silly.



The feeling of the apartment is modern and masculine, despite the antiques, because furniture is limited to essentials. Walls covered in patterned fabric, like this plaid linen in the bedroom, carry the decorative load

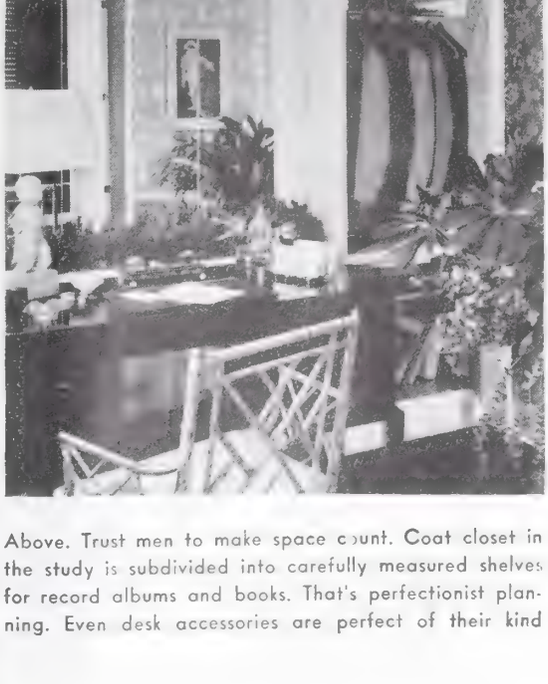


Except for upholstered pieces, the furniture is excellent, usable antique—the only kind many a man wants any truck with. Ming, Meissen, and Old Leeds accessories give a line on owner's polished tastes. Chairs are Adam

By GARDINER EWING

PHOTOGRAPHS BY EMELIE DANIELSON





Above. Trust men to make space count. Coat closet in the study is subdivided into carefully measured shelves for record albums and books. That's perfectionist planning. Even desk accessories are perfect of their kind

BURLINGAME PUBLIC LIBRARY

Fitting decor for the LORD AND MASTER

Men yell for freedom from frippery, but they still like ornament. A room like this one, designed by people who've been sizing men up for years, rates masculine approval because its trimmings make sense and never interfere with a man's comfort

By Stanley Cooper

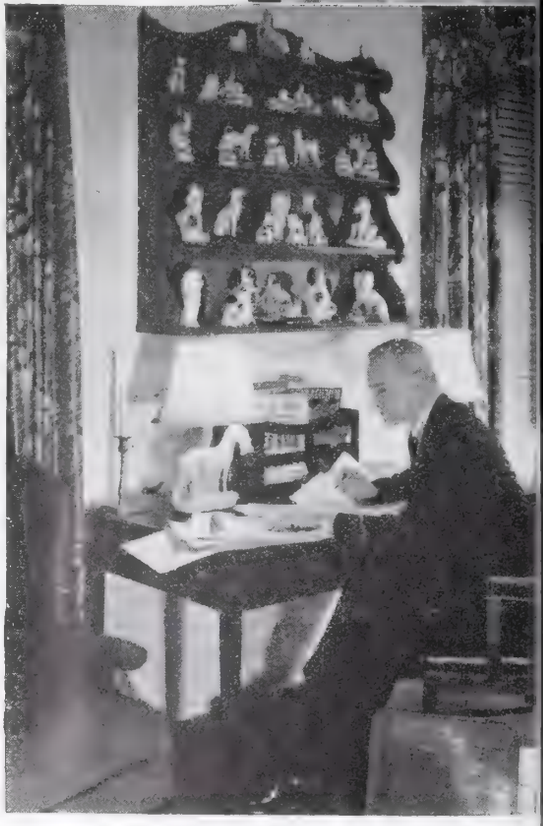
When the average man gets tough about his life among the ruffles and demands a little easing up on the frills, he can find himself in another spot, almost as bad. The little woman may set him up in a room of his own with a red leather chair, two pictures of horses, and a set of coffee-colored draperies. Which is the feminine idea of a he-man's den, stark, simple, rugged—as interesting as the sole of your shoe.

Why can't the girls hit a happy medium? The guy who pays the bills may hate pale pink curtains billowing on the floor and booby-trap knickknacks, but he can still appreciate color and pattern—even the frills, too, so long as they don't detract from his comfort or make him feel like an elephant at a tea party. B. Altman & Co., who designed this room, have observed what men really like. It strikes a nice middle note between frills and severity. And every woman in the country ought to study it.



PHOTOGRAPHS BY EUGENE HUTCHINSON





Any decoration that holds up the wheels of progress or makes a man feel like an interloper in his own home is frippery in male parlance. But he's all for pictures on the walls, clocks, cigarette boxes, end tables, and colorful fabrics, if he can look at them and move among them and still retain his comfort and his dignity. Interesting animal, the male!



ost men live in a state of happy ignorance when it comes to decorating chnicalities, but as a group they sense the overall warmth and livability a room faster than women because comfort is their first thought. Es- ntials are a chair that fits, good reading light, and a convenient table

hen he says he hates bric-a-brac he means the kind of oddments that mean thing in his life but are always at his elbow, cramping his style. But he likes dogs, he'll take a proprietary interest in a collection of china es—placed where he can look at them without ever crashing into them

oom exhibited at B. Altman & Co., New York City

ARE YOU MAN or MOUSE?

If there's an overdose of the feminine touch in your house, it's time to assert your rights

By Walter Cousins, Jr.

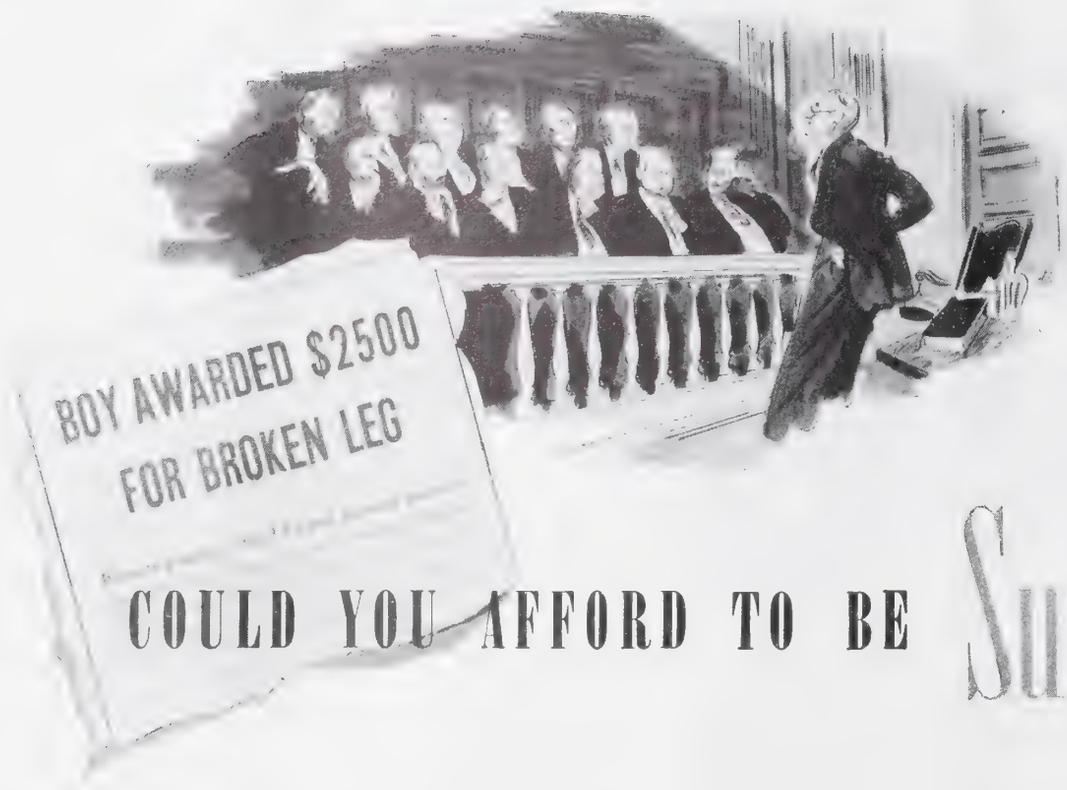
Any man will admit, when he's feeling confidential and expansive, that he runs things at his house. He will leave you the impression that he is Lord and Master of his place, that it really operates for his special benefit.

But when you get into his house and observe the lacy frills and feminine pastels with which he lives, you begin to question either him or his integrity. The whole thing fits him about as well as his first pair of long pants. Pretty, but probably intended for someone else. He is betrayed before you cross the living room, where obviously there is not a single chair that looks to be even his size. It is apparent the only thing he runs around the house is the lawn mower.

Should you happen to notice a new pie-crust table, it will eventually come out, against his will, that he got it for Father's Day. Probe deeper (you cad!) and you'll find out he got the pink bedspreads for his birthday and the stair runner for Christmas!

MEN, if you are beginning to feel like a bull in a china shop in your little nest, now is the time to arise and do something about it. For, unbelievable though it may sound to you, if you handle this situation the right way, you can not only get what you want now, but you can acquire an air of authority which will darn well put the spikes in any future flossiness your wife might try to put over on you. What you do, in your own tactful way, is to impress on her that the most successful living quarters, like the most successful marriages, are planned on a share-and-share-alike principle.

(*Continued on page* 94)



DRAWING BY HARRY BROWN

COULD YOU AFFORD TO BE Sued?

Could you pay out $10,000 if a court found you guilty in a damage suit? With Personal Liability Insurance you have an emergency bank account that's a sound investment

By Mark Hemmings

Looking back on that fateful evening, Mrs. Goodwin wondered how it was possible that she and her husband had ever dared feel they had reached the point where their security was unchallenged. But they had. It had seemed for one golden moment that their lives lay before them, straight and serene. They had just moved into their own house, and it was paid for. They were new to the town but even within one short week she felt as though they belonged. And best of all, after years of budget-battling, they had a comfortable bank balance. Enough for the children's college education. Enough for any normal emergency. *Normal!* She groaned as she thought of their light-hearted dreams.

There had been no sense of gloom about that evening. Nothing to indicate that suddenly everything they had worked for would be wiped out. When the Johnsons had dropped in after supper, she had been so proud of their new house. It looked lived in and loved, and everything was so brightly, freshly new.

Then when it was time for the Johnsons to go, they had lingered a few minutes at the front door. The fragrance of the late roses was sweet in the night air. The children were laughing about something upstairs. The final good-byes were said, and the Johnsons started down the newly-terraced walk. It was dark, and they walked carefully, feeling their way as best they could until they came to the five broad steps that ended at the edge of the sidewalk.

And then it happened. A smothered exclamation, a cry of fear, a thud. She and her husband ran down the walk and found Mrs. Johnson at the foot of the steps. But even then they didn't realize what that fall meant to them. It was only after the doctor's examination, his diagnosis of a compound fracture of the hip that was to leave her permanently disabled, that they began to sense the implications.

There was never any question about their responsibility. One of the children had left a roller skate on the steps. The case of Johnson versus Goodwin was tried in court and with the verdict the Goodwins saw the future crash down around their heads. They had to pay $30,000 damages. And the comfortable bank balance, adequate for normal emergencies, was sadly inadequate for so overwhelming an expense.

The accident happened two years ago. The Goodwins are still paying for it, and so are their children, who have forfeited college.

The story of the Goodwins is not extraordinary. It might have been you. Too many people gloss over the great need for Personal Liability insurance by rationalizing that: "It can't possibly happen to me." But the minute you become a property owner or a property renter you are responsible for any mishap that happens to another person while on your property, provided that the damage is due to negligence on your part. Most people wouldn't dream of owning a car without carrying automobile liability insurance. Nor would a man feel secure without life insurance that provides for his family after his death. But, unfortunately, the average homeowner's far-sightedness does not extend to personal liability.

With liability insurance you are protected against any suits that might be brought against you, resulting from injury caused another person, or another person's property, through negligence on your part. In this way, you have the security of knowing that when (*Continued on page* 90)



June 10, 1944

DEAR E. G.:

Ever since Helen took my name a year ago, she has been taking it in vain, as you must be well aware. Certainly, from what I read in House Beautiful, the evidence has been stacked against me. I have been brooding on this for some time.





Tonight I decided to assert myself. I put my foot down on the typewriter and made noises like my top sergeant. Move over, Delilah, I said sternly. Tonight it's my turn. Tonight I will write Elizabeth A little diatribe entitled "Life With Wife." Go darn some socks, I told her. Tonight I am getting in my licks. She slunk off. That is as it should be. But rare, you understand, rare.

First off, I wish to state unequivocally that Helen could have done a lot worse for herself. That I wish to make clear here and now. I am an excellent homemaker. The army saw to that. I turn a fine seam and a respectable hospital corner. (Maybe what Helen needs is a year in the WAC?) I pay the bills--when I can unearth them. I water the plant life. I am kind to strangers. My wife collects them like some people collect stamps. I have only bitten one. I am cooperative: I wash; she dries. I peel; she seasons. She washes; I darn. Moreover, I love my wife. I even tell her so when I can get a word in edgewise. Obviously, I am a gem--a diamond roughing it.





On the other hand, I could have done a lot worse. Okay, I admit it. Helen is dumb like a Kieran, slow like a sailor, dull like a kaleidoscope. Living with her is like living with a troupe of trained seals, and just about as quiet.

Also, she is not quite--mind you I say quite--as much of a simpleton about materia domestica as she would lead one to believe. She learns fast, my wife. In one year she has learned to broil a very creditable lamb-chop. In fact, she does this so well we have them three times a week. Sometimes I figure I went into this marriage like a lion and am coming out like a lamb-chop.





Oh, she's caught on to a lot of things She's learned to clean the carpet sweeper. There was a time when she thought the roll of accumulated fluff on its bottom was part of the works. She now dusts under objects as well as around them. And sometimes she even puts out her cigarettes. Yesterday she discovered she didn't have to stick her face into the broiler to light the stove--she could use the hole in the oven designed for that purpose.



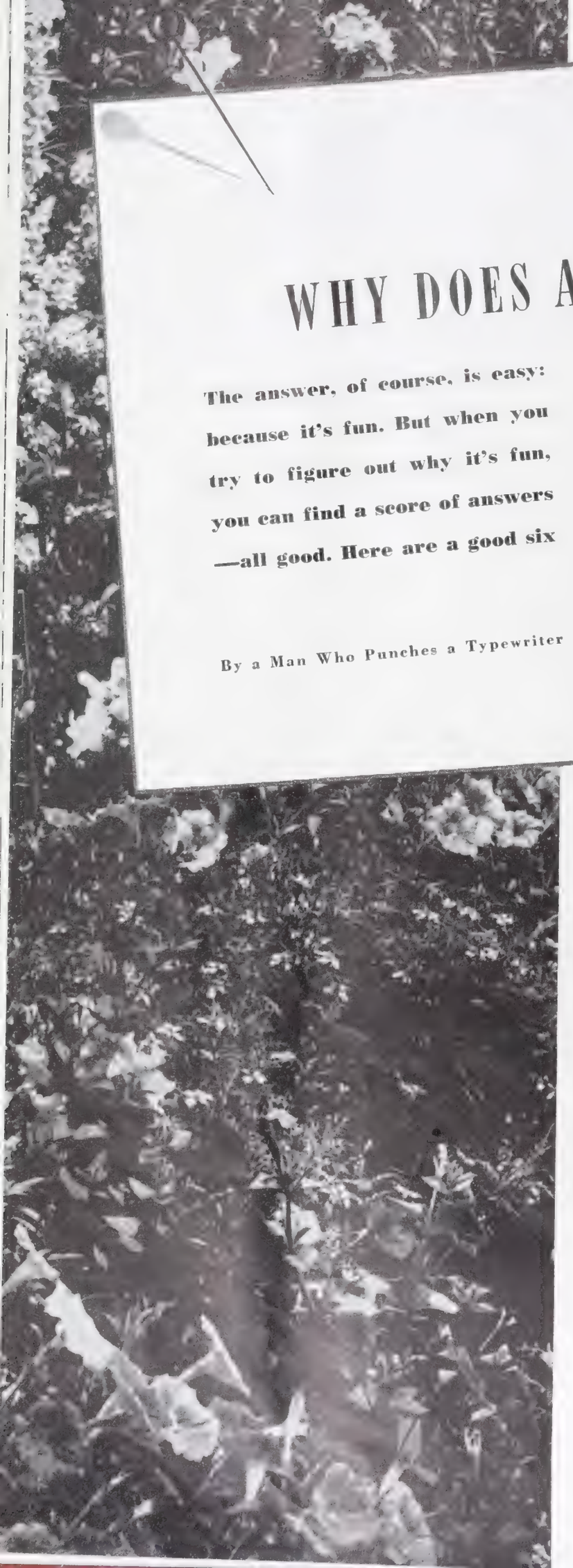
My wife is an amazing woman. I marvel at her. For a year I've been marveling at her. Sometimes I am so busy marveling at her I forget to hold my head on.

I marvel at her economic theories. My wife is a great one for theories. One of her most remarkable ones has to do with saving money. Roughly, it goes like this: 1) She draws thirty dollars weekly for household expenses. 2) One week she spends only twenty, so she puts the remaining ten in her hat box. 3) She draws another thirty for the next week. 4) That week costs her only twenty-five, so she puts the remaining five in her hat box. 5) She draws thirty. 6) She

(*Continued on page 83*)



Private David Herrmann, long-suffering husband of the Army bride adopted recently by House Beautiful, has his say. At last! We wouldn't place any money that she will stay told off. But we recommend to others their Mutual Resentment Society



WHY DOES A MAN garden?

The answer, of course, is easy: because it's fun. But when you try to figure out why it's fun, you can find a score of answers —all good. Here are a good six

By a Man Who Punches a Typewriter

Don't give us the corny answer that Adam was the first gardener, so men come by gardening naturally. For one thing, the garden of Eden was highly unnatural, by all accounts, and besides Adam got thrown out of it right at the start. And don't say, either, that men have always been breadwinners, and so all male gardening interest stems from that. Somewhere in the dim past somebody cultivated a flower and found it good, quite apart from the demands of his stomach. No, the reason a man gardens is not so simple as that. Nor is it likely to be just one reason, but an amalgam of many, with one predominating in the mixture. That many men do garden for pleasure is obvious. That more men could garden for pleasure is equally obvious if you analyze the problem a little. For example: a man gardens. . . .

BECAUSE HE GETS A KICK OUT OF DOING THINGS WITH HIS HANDS

Whether they like it or not, men seem to be better provided with muscles than their better halves, and almost all men take a certain pride in operating their physical machinery. And it is hard to imagine better exercise than wielding a garden spade, or hoeing a patch of corn, or building a stone terrace, or laying up a brick wall. To the average man, physical exercise that leads to measurable accomplishment—weight, length, breadth—is almost childishly satisfying. Gardening also calls for the kind of exercise where co-ordination is more important than muscle—the handling of a fragile seedling, the judicious training of a shrub, the partnership of one hand with the other.

BECAUSE HE SPENDS EIGHT HOURS A DAY BEHIND AN OFFICE DESK

Maybe this fellow needs and enjoys outdoor exercise, too. But more than anything else, he needs relaxation and change. Change from the rhythmic bustle of an office or a factory (*the rhythm of a garden comes in cycles, and is measured by seasons, not minutes*). Change from too many people, seen too often (*flowers don't have to be looked at, talked with, cajoled, browbeaten*). Change from a necktie and a white shirt and trousers you can't wipe your hands on the seat of (*gardening is good and dirty, but because of fresh earth and plain water—not soot and ink*). Change from "must" to "why not" (*for a garden invites, beckons—never issues a peremptory order*).

CAUSE HIS FATHER—OR HIS MOTHER—

AS A GARDENER BEFORE HIM

rdeners may be made, not born. But if they were born to gardeners, then they have at least been given a first-class osure to the subject during their formative years. Of course, Dad was a professional, Sonny may well have been fed to the h with gardening at an early age (you know the old rule ut preacher's sons and what happens to them when *they* grow , although even then there are more exceptions than are ded to prove the rule. But a man who remembers flowers from childhood, for whose parents gardening was a real source pleasure, is pretty sure to catch the echo of familiar beauty, iliar enjoyment, when he gets a home of his own.

CAUSE HE POSSESSES—OR IS

SSESSED BY—THE CREATIVE INSTINCT

at phrase "creative instinct" has taken quite a kicking around. But there *is* such a thing, and most of us have it in some ree. It may bear other labels, of course, such as curiosity or ntiveness or an artistic bent, or a scientific mind. Maybe 's one reason why so many artists, writers, lawyers, doctors also dyed-in-the-dirt gardeners. Maybe the close-coupled ls that a composer exercises on a symphony are the same he finds such pleasure in applying to a tone poem in the k yard, or maybe the same driving inspiration that carries artist or a musician to the breaking point with his art also es him to the relaxing point with his hobby.

CAUSE HE NEEDS A GARDEN TO

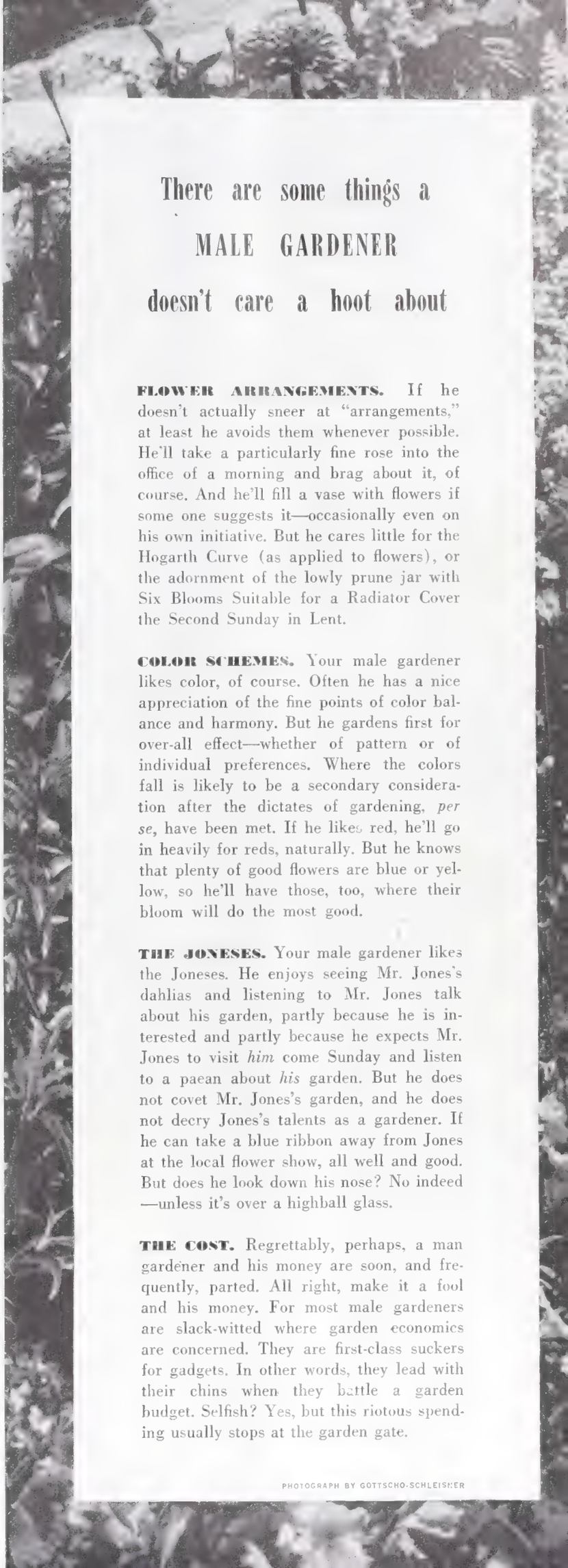
AKE HIS HOME COMPLETE

here are people who live out their lives in apartments and otels—but usually it is because their lives are incomplete, they know it, whatever the reason. The man who feels he is in reasonable walking distance of the complete life usually a home of his own. And if he has a home of his own, he is tty sure to have a garden. Not that he runs the garden al- s—but *if* he does, well, then we have his reason. House, lot, e, children, friends, furniture, back yard . . . he's simply *got* have a garden. As a gardener he may be merely dutiful, or poor to hire a gardener, but if he gardens, he's pretty sure figure it's a real part of the kind of life he wants to live.

CAUSE, WHEN ALL IS SAID AND

NE, HE LOVES FLOWERS

here are some men who are so simple and direct, so calm and ure in the ordering of their lives, that their gardens are the ult of nothing more complicated than a sheer love of flowers. ey like to see roses, to touch and smell them, so they grow m. It's as easy as that. As some men like music—and strum a piano every night after dinner; or like pictures—and hang m on the walls and look at them and revel in the looking: these men who "just like flowers" surround themselves with vers in the simplest short-cut way possible. That, of course, by growing them and dwelling happily among them. As good eason for gardening as any you can name!



There are some things a MALE GARDENER doesn't care a hoot about

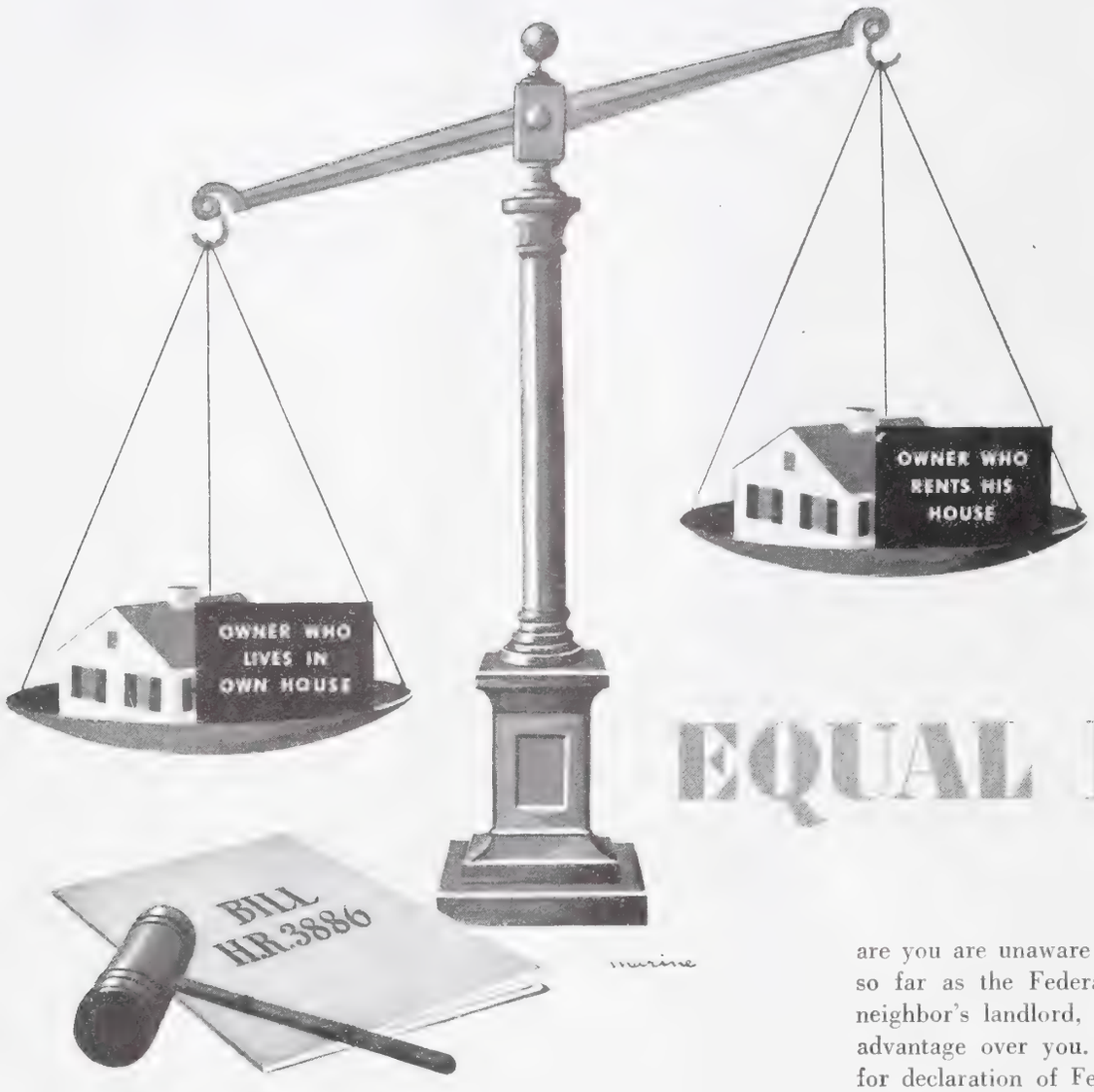
FLOWER ARRANGEMENTS. If he doesn't actually sneer at "arrangements," at least he avoids them whenever possible. He'll take a particularly fine rose into the office of a morning and brag about it, of course. And he'll fill a vase with flowers if some one suggests it—occasionally even on his own initiative. But he cares little for the Hogarth Curve (as applied to flowers), or the adornment of the lowly prune jar with Six Blooms Suitable for a Radiator Cover the Second Sunday in Lent.

COLOR SCHEMES. Your male gardener likes color, of course. Often he has a nice appreciation of the fine points of color balance and harmony. But he gardens first for over-all effect—whether of pattern or of individual preferences. Where the colors fall is likely to be a secondary consideration after the dictates of gardening, *per se*, have been met. If he likes red, he'll go in heavily for reds, naturally. But he knows that plenty of good flowers are blue or yellow, so he'll have those, too, where their bloom will do the most good.

THE JONESES. Your male gardener likes the Joneses. He enjoys seeing Mr. Jones's dahlias and listening to Mr. Jones talk about his garden, partly because he is interested and partly because he expects Mr. Jones to visit *him* come Sunday and listen to a paean about *his* garden. But he does not covet Mr. Jones's garden, and he does not decry Jones's talents as a gardener. If he can take a blue ribbon away from Jones at the local flower show, all well and good. But does he look down his nose? No indeed —unless it's over a highball glass.

THE COST. Regrettably, perhaps, a man gardener and his money are soon, and frequently, parted. All right, make it a fool and his money. For most male gardeners are slack-witted where garden economics are concerned. They are first-class suckers for gadgets. In other words, they lead with their chins when they battle a garden budget. Selfish? Yes, but this riotous spending usually stops at the garden gate.

PHOTOGRAPH BY GOTTSCHO-SCHLEISNER



EQUAL RIGHTS

If you own the house you occupy, you are discriminated against by Federal Income Tax laws. Deductions for property depreciation allowed landlords are not allowed you. House Beautiful is proud to be the first to publicize a bill introduced by Representative Fred A. Hartley, Jr., to remedy this injustice

Recently I have had the privilege of introducing into the Congress of the United States a bill which, for the first time in thirty-one years, would remove the hidden penalty of being a bona fide homeowner in the United States. By bona fide I mean the kind of homeowner whose house represents his dreams, his well being, the core of his family life, the expression of a family's personality. In other words, the home which is bought and lived in by its owners.

"Penalty?" you ask, a bit startled. "*Is* there a penalty?"

For, if you are a typical homeowner, one of the 43% of the families of this country who fit the description, chances are you are unaware that any inequity exists in your status so far as the Federal government is concerned. Yet your neighbor's landlord, owner of the house next door, has an advantage over you. When the time rolls round each year for declaration of Federal income taxes, he (a non-resident house owner) can deduct from his gross income a sum amounting to 3% of the value of his house, representing deterioration. You can't. The reason you can't is because *YOU live in your own house.*

Ever since the first Federal income tax law was passed, recognition has been given to the natural law that houses deteriorate as time goes by, and that owners of houses—the 57% who rent them to other people, anyway—may indicate the slow lessening of value of the physical house itself in their Federal income tax returns. But if the owner of a house which is not, strictly speaking, a business proposition tries to make the same deduction for deterioration, he runs athwart Section 23 and Section 24 of the Internal Revenue Code, which exempt from this relief property occupied by the owner as his residence. In other words, *if you use your home for family life and the raising of future citizens, deterioration of the house is not a factor in paying Federal income taxes.*

How this injustice to owners of lived-in houses came about is something of a mystery. I have yet to talk to a member of Congress who has not agreed, in theory, that it is unfair. Most students of real estate taxation believe the regulation is an oversight, pure and simple, in the original law. It just never has been corrected because nobody thought enough about it. Homeowners, although they are the basic fabric of the nation, are unorganized. They never have protested. The inequity but recently has come to light in this war period, when the burden of taxation has become so much heavier for the very people who are affected by the inequity.

BY THE HON. FRED A. HARTLEY, JR.,

MEMBER OF THE HOUSE OF REPRESENTATIVES

FOR HOMEOWNERS

Your house, which is lived in by your own family, deteriorates just as fast as the rented house next door—through the wear and tear it receives as your children grow from toddlers to athletic boys and girls, as you give parties for them and yourself, as the elements attack walls and roofs and basements. Ten years after you took possession of it, it is in more or less the same condition as any house which has been occupied for ten years, costs you about as much to repair and redecorate and maintain. Yet you cannot deduct from gross income the cost of this deterioration, as you can for any other physical asset you own, such as, say, an oil well, which, through use, is being depleted.

The bill I have introduced (H.R. 3886) would remove this injustice from the Internal Revenue Code, where it has been imbedded since 1913, and put owners of occupied homes on the same basis as landlords of rented houses.

What would this mean to homeowners, to the Federal budget, to local government?

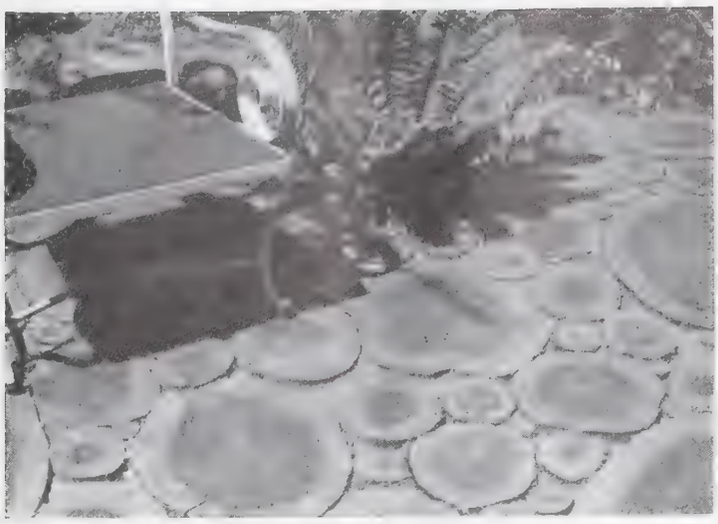
Our government encourages home ownership as a means to better citizenship, and has set up some fine agencies to help increase the number of citizens who have a stake in their communities, their counties, their states and, indeed, the whole nation. It is a real and tangible stake. The family that buys a home becomes a permanent part of the community in which it buys. Immediately it is more interested in local conditions, in what its tax money buys in civic improvements, in schools, sewers, parks, playgrounds, roads, hospitals, and police and fire protection. Renters, who also pay real estate taxes although they don't know it because the taxes are included in their rent, seldom are as active or as permanent residents of a community as those who take title to their own pieces of land.

Every added burden put upon homeowners is a discouragement to home-owning! We want to create a larger and larger group of people who are part of their communities, who have an interest in better government—and yet, by differentiating against them, we help to discourage an increase in the number of homeowners.

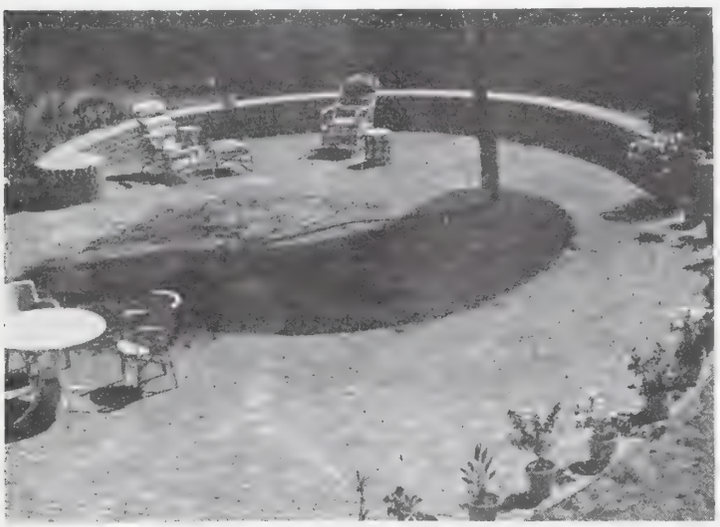
There were in 1940, the last time the U. S. Census Bureau took count, 15,195,763 families living in their own homes, as compared with 19,658,769 tenants of houses and apartments. That is a large number of people occupying homes they own, far larger than in England, for example, where, I believe, only about 5% of the population owns and occupies its homes. It should be increased, however.

Home-owning is part of the tradition of America, the land of freedom and equality, where every man through his own honest work and initiative can be an equal partner of all other men of like energy, ability and honesty.

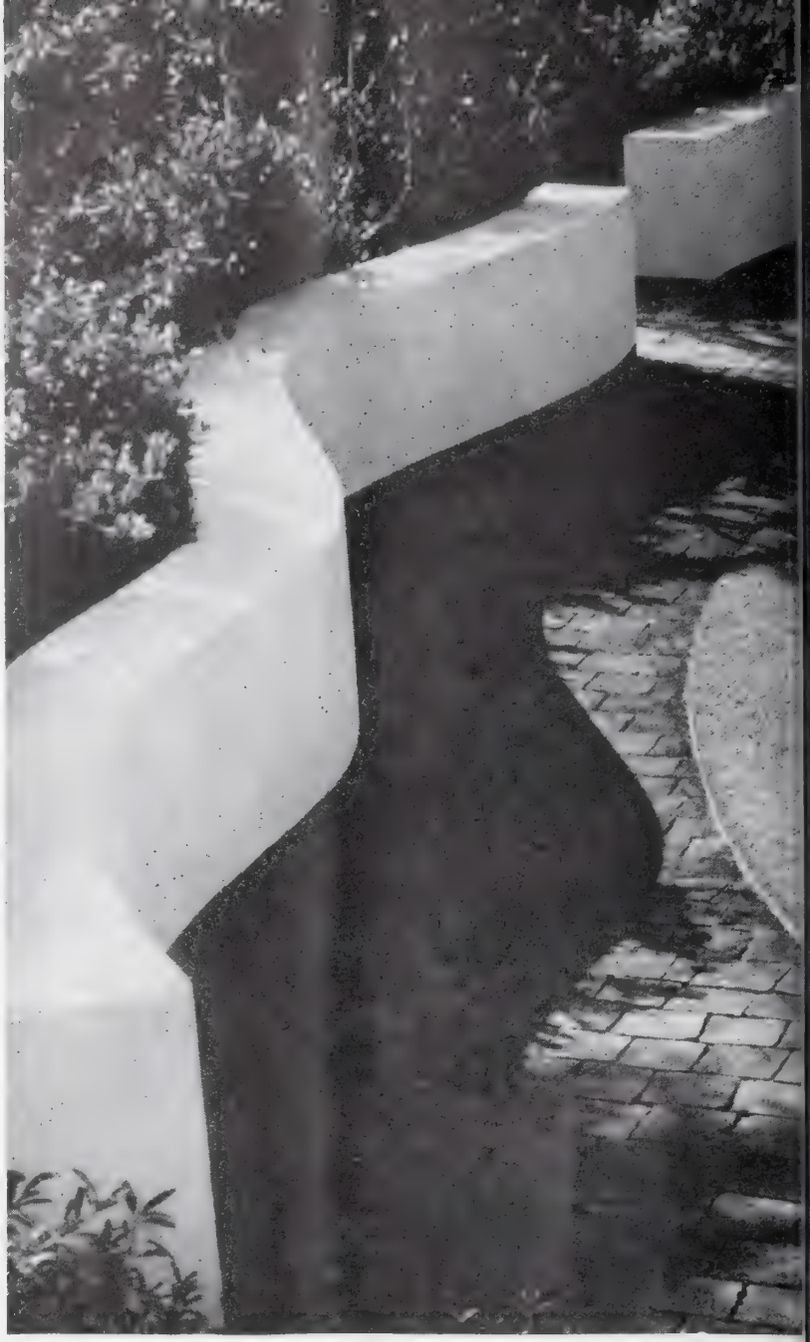
My first home, when I was married at the age of 17, was a rented apartment. That was in 1920. I can remember back to how unaware I was at that time of taxes, local government, the obligations and privileges of citizenship in my own town. My youth was not the only reason for this. All tenants are unconscious of the larger problems of taxpayers, think that all their rent goes to the landlord, care not at all what part of it goes for keeping up the building or paying taxes. They take the services rendered them for granted—garbage is collected, street lights go on at dusk, the fire engines come when summoned, a policeman is handy to see that children get to school safely. It is typical of renters not to think as conscientious citizens of the community. Yet a survey made six years ago by a midwest life insurance company showed that three and a third months' rent on a detached house, and seven weeks' rent on an apartment in 48 typical U. S. cities went wholly for taxes (*Continued on page 78*)



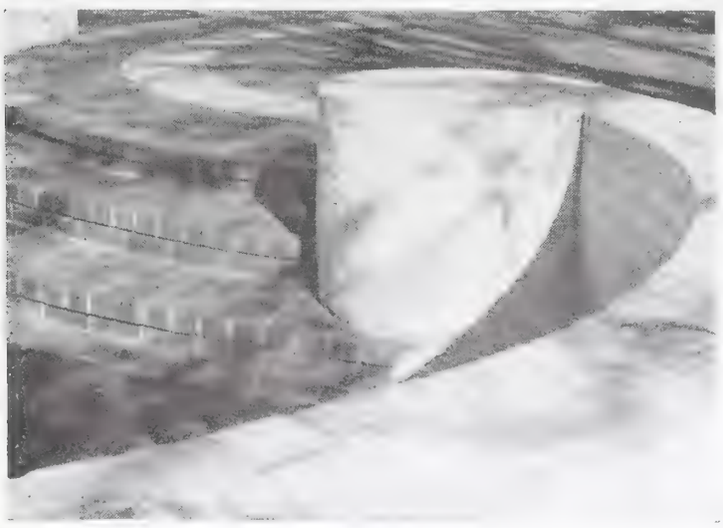
Here's a pattern in circles—as simple as lily pads in a pool, as intricate as soap bubbles on the surface of a pan of water. Thomas D. Church, San Francisco landscape architect, devised it for a city terrace, executed it in slices of practically everlasting redwood trees set in sand



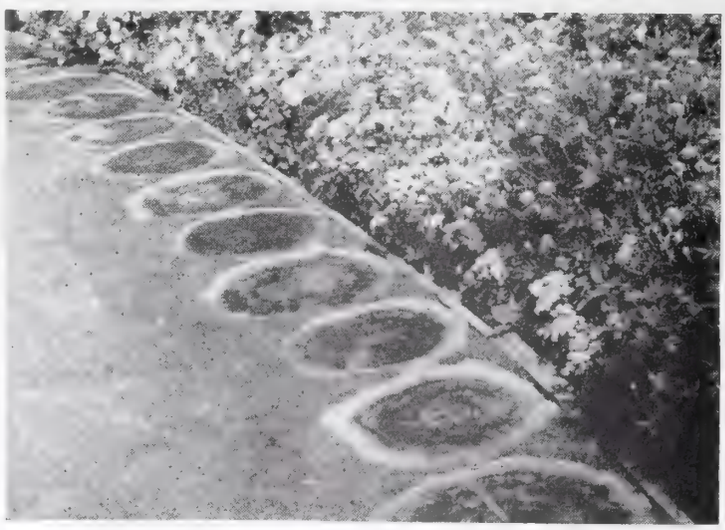
You've heard of a French curve? Like a parabola, its radius is of constantly varying length. But here it's a sort of question-mark scheme that works like an exclamation point! The wall is brick; the paving, brick laid in sand with turf inset. In the Baldwin garden, Woodside, Calif.



Above you see a modern version of the old serpentine wall, with all its grace, but lacking the expediency which made the "one-brick-thick" original so useful. It is poured concrete, with a black paint "baseboard." It bounds a small city garden circled with paving blocks of old railroad ties



This is not a detail of the "question mark" terrace above (it's in the Rheem garden at Orinda, Calif.), but the spirit is the same. Its chief excitement and charm is the way opposing curves meet and separate. It has that "swooping" quality no familiar angles and lines could achieve



The only modern aspect of this flagged walk is its ingenuity—perhaps, also, the way it is set boldly against the curved wood curbing instead of the conventional distance from the turf edge. It's those big slices of redwood again (cedar would do). The Speidel garden at Palo Alto, Calif.



Some manly work for the males who like BIG PROJECTS

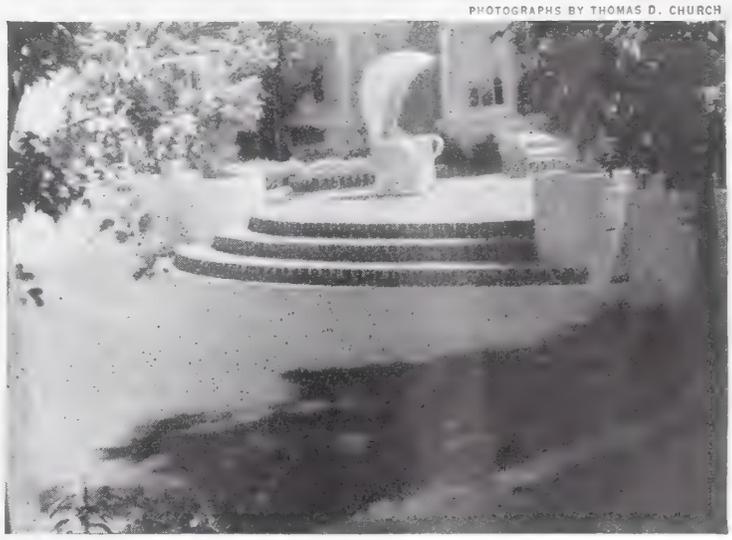
You gardeners who have a little carpenter or mason blood in your veins—here are some modern ideas that can bring new interest and excitement to your back yard

If we needed any proof that modern design does not consist merely of using new materials, these photographs would clinch it. For here we see familiar brick, concrete, and wood doing familiar jobs—but in *ways* that are new. Modernism, as we see it exemplified on these pages is first a state of mind; second, a fresh use of good, old materials. For the modern approach to each of these problems, Thomas D. Church, San Francisco architect, is responsible. We don't know who is responsible for the second attribute. But it might be you, or your local mason or handyman if you lack the manual technique required.

Remember this, though, before you go out into your own garden and do likewise: you can't "go modern" with a turn of the wrist, nor in bits and pieces. You must be consistent. Each detail of your whole scheme must be in key with the others, and each must be a logical part of a whole unified idea. Some of the ideas are good anywhere. All have a freshness that is carefully calculated, for all the seeming casualness and simplicity.



PHOTOGRAPHS BY THOMAS D. CHURCH



Directly above is a border view of the Rheem terrace detailed at lower left, opposite. Notice what a nice accent, what a good structural change of pace is achieved simply by painting the brick of the low wall white, leaving the steps in their natural red. Good mason work is essential here

These are really nothing but good old-fashioned "duck-boards"—the kind they use behind soda fountains or any place where wet floors get to be a nuisance. Here four-inch redwood (cypress would do) boards are laid on two-by-four frames to form 30-inch squares. Perfect for a roof garden

By STEPHEN KENT

THIS ANNUAL LAYOUT JUST FITS MY LOT, SAID ONE READER, BUT . . . . . make mi

A year ago January, we suggested a way to "Landscape with Annuals." One reader found our advice good, but now he wants to plant his borders permanently. So here's a 3-year plan

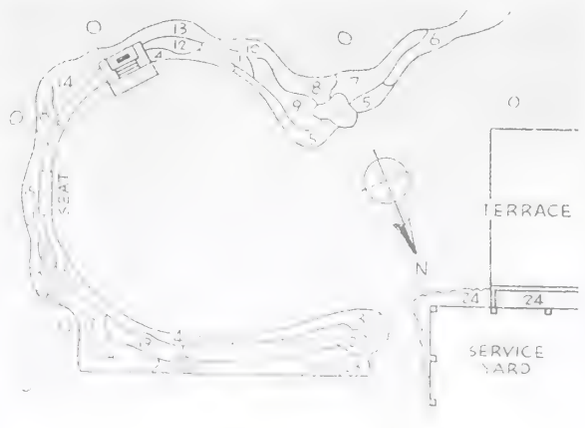


LAND WITH ANNUALS

While HOUSE BEAUTIFUL is not geared to provide a scape service, once in a while a reader's problem ins us to kick over the traces and take to the drafting b That's what happened last spring when a reader told us adopted our plan for landscaping with annuals (Ja 1943) lock, stock, and barrel for the home he had just bo The garden layout we had suggested fitted his own so perfectly that he wanted to make it permanent, substit perennial plants for annuals, little by little, to spread cost. The only change he had made in our original plan the substitution of a pool for the outdoor fireplace. what should he plant and how should he go about it?

The answer we gave him is embodied in the three sect planting plans and key lists opposite. Orient yoursel checking against the original scheme, reproduced below, you'll see how it's done, in three easy stages, with ann of course, being used until all the perennials are in three years hence. You could, as an alternative, put i key perennials in all three parts of the border, using an for fillers till the job was complete. Or, given $150 o you could do it all at once. We think our reader's proble interesting that we present our solution of it on the ch that it may help you, too, with perennial problems of own. For even though your basic garden conditions d the principles of garden arrangement are much the same

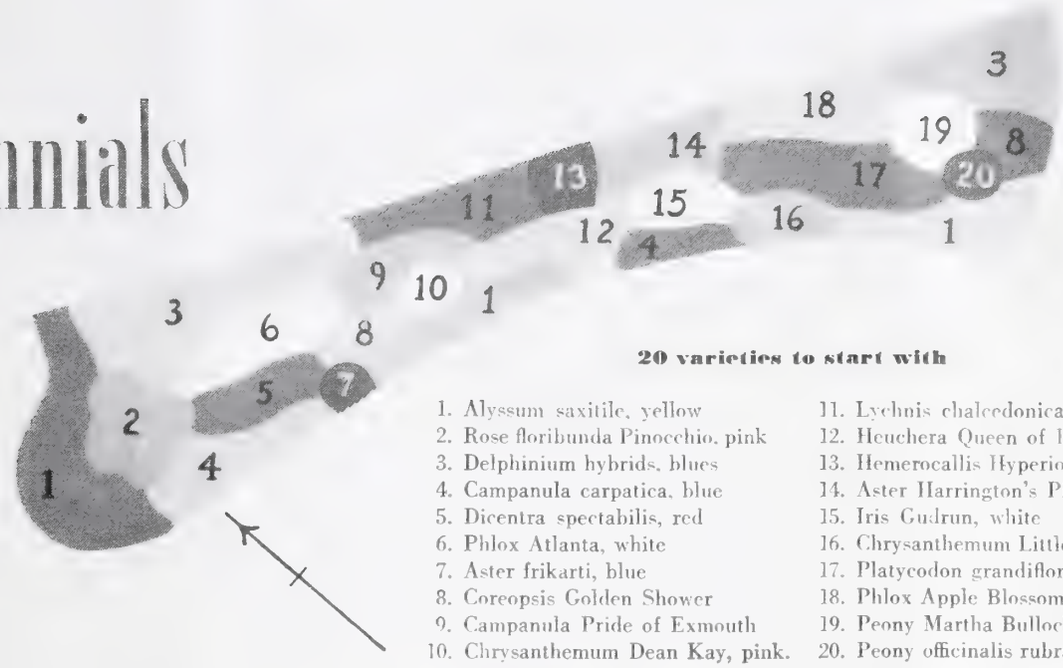
This is the garden plan our reader liked:



These are the annuals originally suggested:

1. Rose Pink Aachen, one that will do well in light tree shade
2. Rose (floribunda) Pinocchio, pink (fine border accent)
3. Petunia Glow, red
4. Phlox Isabellina, yellow
5. Ageratum Blue Bedder
6. Marigold Spry, red-yellow
7. Marigold Wildfire
8. Nicotiana, tall white
9. Dahlia—Unwin Hybrids (seed), mixed colors
10. Cleome Pink Queen
11. Snapdragon Red Cross
12. Cynoglossum Blanche Burpee, blue-white
13. Cosmos Yellow Flare
14. Marigold Guinea Gold
15. Larkspur, giant, blue & white
16. Nicotiana Crimson King
17. Marigold Limelight, yellow
18. Cosmos Sensation, pink
19. Aster (Comet) Blue Flame
20. Dahlia Bishop of Llandaff, maroon
21. Larkspur, giant imperial, blue
22. Zinnia David Burpee, bronzes
23. Calendula Yellow Colossal
24. Morning Glory Heavenly Blue

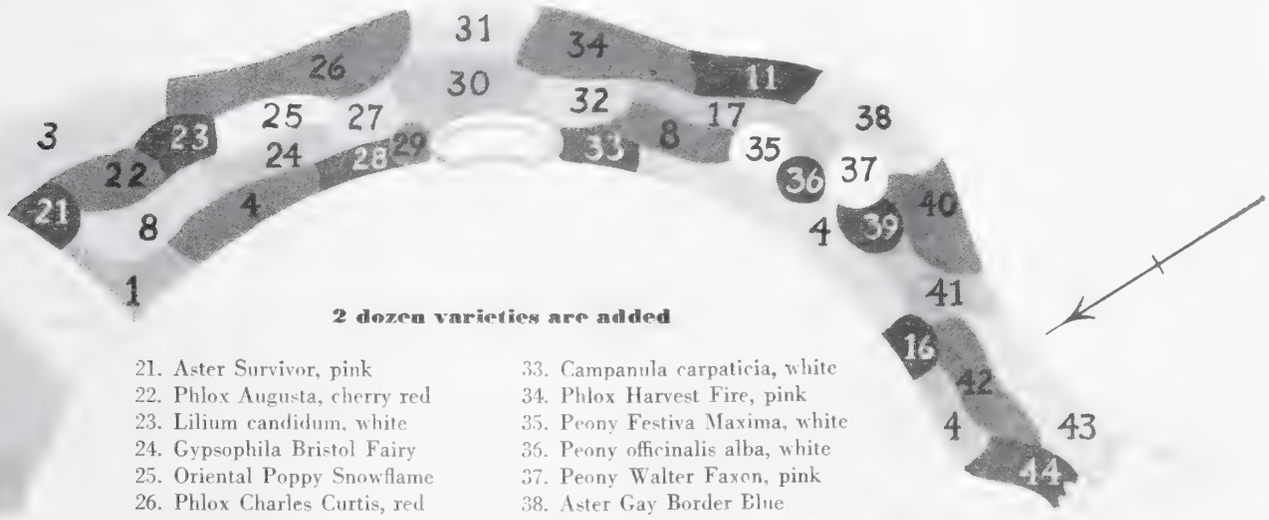
perennials



FIRST YEAR

20 varieties to start with

1. Alyssum saxitile, yellow
2. Rose floribunda Pinocchio, pink
3. Delphinium hybrids, blues
4. Campanula carpatica, blue
5. Dicentra spectabilis, red
6. Phlox Atlanta, white
7. Aster frikarti, blue
8. Coreopsis Golden Shower
9. Campanula Pride of Exmouth
10. Chrysanthemum Dean Kay, pink.
11. Lychnis chalcedonica, red
12. Heuchera Queen of Hearts
13. Hemerocallis Hyperion
14. Aster Harrington's Pink
15. Iris Gudrun, white
16. Chrysanthemum Little Bob, red
17. Platycodon grandiflorum, blue
18. Phlox Apple Blossom, pink
19. Peony Martha Bullock, pink
20. Peony officinalis rubra, red



SECOND YEAR

2 dozen varieties are added

21. Aster Survivor, pink
22. Phlox Augusta, cherry red
23. Lilium candidum, white
24. Gypsophila Bristol Fairy
25. Oriental Poppy Snowflame
26. Phlox Charles Curtis, red
27. Iris Missouri, blue
28. Dianthus Silvermine, white
29. Daphne cneorum, pink
30. Campanula pyramidalis, blue
31. Delphinium Freedom, white
32. Dictamnus rosea, pink
33. Campanula carpaticia, white
34. Phlox Harvest Fire, pink
35. Peony Festiva Maxima, white
36. Peony officinalis alba, white
37. Peony Walter Faxon, pink
38. Aster Gay Border Blue
39. Chrysanthemum Eugene A. Wander, yellow
40. Lilium Hansoni
41. Phlox Miss Lingaard, white
42. Trollius Sussex Queen, yellow
43. Lythrum the Beacon, pink
44. Phlox divaricata, blue

THIRD YEAR



The finished border has 60 varieties

45. Aster Wartburg Star, blue
46. Phlox Daily Sketch, red
47. Astilbe Fanal, red
48. Scabiosa Blue Lady
49. Hemerocallis Ophir
50. Hemerocallis Mrs. Wyman
51. Hemerocallis August Pioneer
52. Hemerocallis Symphony
53. Hemerocallis Hyperion
54. Hemerocallis Bagdad
55. Hemerocallis Gold Dust
56. Hemerocallis Mikado
57. Hemerocallis Circe
58. Hemerocallis Autumn Prince
59. Rose floribunda World's Fair

—Remainder: hybrid tea roses

Postwar DREAM WORLD or . . . . REALITY?

By T. H. ROBSJOHN-GIBBINGS

T. H. Robsjohn-Gibbings is the author of that much discussed best-seller, "Good-Bye, Mr. Chippendale." In this article, written especially for House Beautiful, he enlarges on the theme, set forth in his book, that we Americans should encourage the development of our own native architecture—an architecture that personifies our democratic way of life. The editors of House Beautiful deem this article by Mr. Gibbings a fitting preface to the next nine pages, where we present one of the most perfect examples of contemporary American architecture. We invite you to read both with unusual care.

There is a story told (I wasn't there at the time) that an art critic, looking at a famous Washington building shortly after famed architect Stanford White was shot to death, clapped a hand to his head and said, "Good God, they shot the wrong architect."

Far be it from me to encourage the shooting of architects as a new variation of the big game pastime; on the other hand, there are things going on in the realm of houses that make one want to bring those responsible for them into a dark place, take off the gloves, and slug.

Take this business of the postwar world: If ever a greater hoax was perpetrated on a seemingly gullible public, I would like to know where and when and by whom. At this moment, according to the big advertising boys, millions of women are bending over their household chores and staring with a glassy mind's eye into a technicolor dream world, composed of glass ovens, glass plumbing, streamlined plastic bassinets, remote control ironing boards, and synthetic diapers changed by Radar.

The actual houses in which this "press-the-button-dear-it-changes-the-slip-covers" life goes on are also part of the now densely populated postwar dream world. As far as one can make out from sleek air-brush, four-tone color advertisements, these Utopian maisonettes will resemble something between a modernistic gas station and the type of high-class road-house seen on the better speedways. Between pushing buttons and watching the soapsuds go gurgling down glass pipes, time will be spent flirting with begoggled salesmen who come bumping down on the roof in a helicopter.



No wonder a few million American hausfrauen, coping with rusty gas ranges, leaky plumbing, draughty privies, and mail-order parlor suites, are champing at the sink. There could be mass hara-kiri if Armistice Day dawns bright and clear, and the advertising boys don't come through. Mark my words!

As far as one can see, little can be done now to avert the mass disillusionment that will follow if the housewives find they have been taken for the old run-around all over again. (By this time they should *really* be used to it. Think of all the other run-arounds that have kept them in a flat spin for the last fifty years.)

Remember the days of "I'll get me a Turkish Corner or bust"; or the "Spanish shawl over the grand piano"; or "the chaise longue with cute lace pillows"; or "the French provincial farmhouse look"; or "the Cape Cod-Colonial-Salt Box-Mount Vernon-cobbler's bench cuteness"; or the "English Georgian antique piecrust table, breakfront, and needle-work loveseat refinement"? If you don't remember them, you're lucky being a hobo. Just plain lucky!

What about the Paris Exhibition in 1925 that let loose a stampede of stepped-up "modernistic" bookcases, horizontal striped curtains, cubistic light fixtures, and zebra skins? That was also a dream world once—perish the thought!

Most of the run-arounds, needless to add, have been European, which incidentally goes for all things Colonial, particularly architecture. Colonial architecture was the architecture of an English colony. The English had copied it from the Italians, and the Italians had copied it from (*Continued on page* 85)



HOW TO JUDGE modern

During the next twenty years of your life you will develop a whole new set of appreciations and critical standards. Just as your grandmother had an opinion about whether a surrey was better than a buggy, so *you* have opinions about whether a DC-4 is better than a Stratoliner. Your personal preference in planes is just a forerunner of the scores of postwar matters you will have opinions about. Modern architecture is one of these matters. If you can understand it, judge it, and wisely use it, Modern architecture can advance and improve the quality of your life by decades. If you reject it, because it doesn't appeal to you emotionally or because you do not understand what it is trying to accomplish, you will be in danger of becoming a living anachronism, a laughable fuddy-duddy. Because Modern architecture in its early phases was so often bad, many rejected it as "not for me." But Modern has come of age in the last ten years. There is less and less bad. There will be still less, if all those interested in it take the trouble to learn to distinguish the good from the bad. The house presented on the next eight pages is a perfect example of the best in Modern architecture. It was designed for Weston Havens, of Berkeley, California, by Harwell Hamilton Harris.

No other style of architecture gives such consideration to you and site

Modern is the style best able to indulge your every demand. With other styles it is necessary to make your wants conform within the framework of their established mannerisms. But Modern puts no such limitation on you. Good Modern recognizes no limitations, except those imposed by your personal needs and the physical conditions of your site.

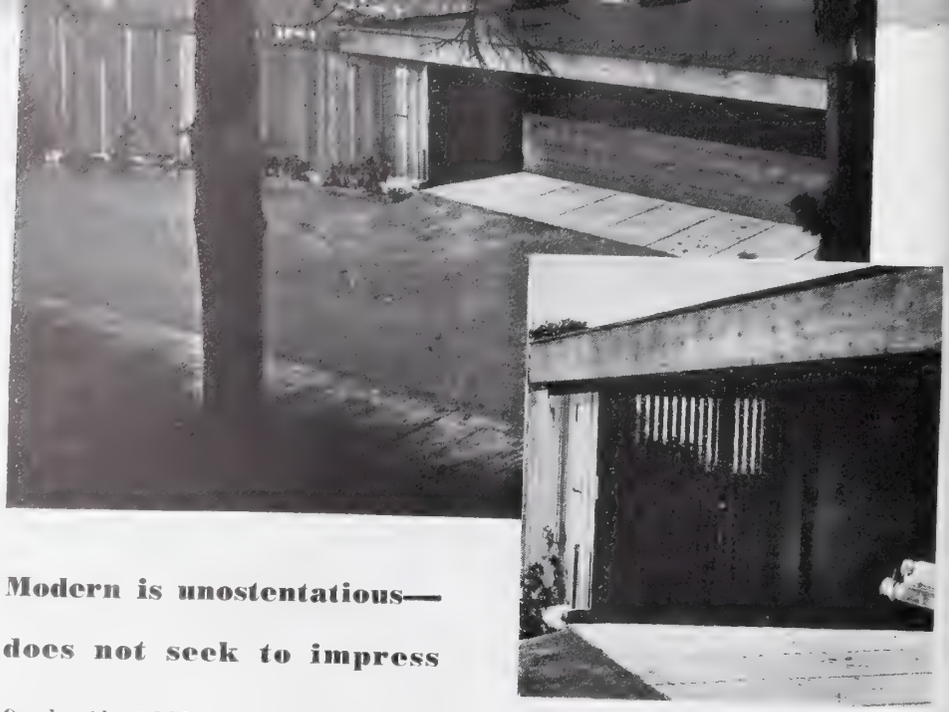
This home for Weston Havens illustrates what we mean. Mr. Havens wanted to live high on the Berkeley hills to enjoy the view of the Golden Gate and San Francisco Bay—one of the most magnificent in the world. He wanted the house to do more than frame the view; he wanted to feel as though he were projected into it. So he gave his designer two main orders: to use the high sloping (but difficult) site and to use the view more magnificently than it had ever been used before in the history of architecture—and to achieve it in every room.

What designer Harris did is best told in his own words. "The ceiling of each room is tipped up to increase the vertical view and include a larger slice of the sky, which in this area is filled with ever-changing patterns of clouds sweeping across from the Golden Gate toward the house and disappearing over the hills behind the house. The view is no mere segment of something seen through a hole. Rather it is an extension of the sky, the water, the hills. Because the house has no visible connection with the ground, a soaring effect is produced by the rising ceilings. It is a sky house, more than an earth house."

In short, the view has been dramatized as no view has ever been before. House Beautiful's editors can testify to this fact, for its magic has been personally experienced.

Another important and unique characteristic is that this hillside house does not burrow into the slope. On all four sides the house stands clear of the hill, and is connected to it by a footbridge across which you walk before entering the house. (See lower right corner.)

Both the owner and the designer wanted to create a house whose beauty stemmed not from the elaboration of its details, but instead from the coordination of its parts and its appropriateness to Mr. Havens' tastes and way of life. They both feel they succeeded, for there is a complete absence of clutter, and the house seems filled more with atmosphere than with things. This desire for simplicity extends even to the materials and their uses—natural redwood, natural birch, plain fabrics. Result: unostentation, restfulness.



Modern is unostentatious—does not seek to impress

Good residential Modern architecture seldom tries to inspire awe in visitors or passers-by. The objective is rather to turn all attention to the occupants, to solve their needs rather than impress outsiders. All that passersby see of the Havens house is in the two pictures above—the garage, a fence to create privacy for the house below, and a front gate that gives access to the footbridge across which you go to enter house. Floor plan of entrance and garage level at right.



Modern can solve any kind of designing problem or satisfy any personal whim

Because the cloud patterns in the San Francisco area are the most beautiful in the world, Mr. Havens wanted his view to include as much sky as possible. Hence the tilted ceilings in all rooms, and the extension of floors and ceilings beyond to form balconies. To keep the glass from turning into opaque mirrors with the coming of darkness, Mr. Harris installed lights high on the windows outside to flood the balcony overhang with light. Result is to keep windows transparent, so the distant view can be seen when lights are on inside. Floor plan, right, shows top floor, which is the one at which you enter by crossing bridge.



Modern can use difficult but wonderful sites—sites that could not be used otherwise





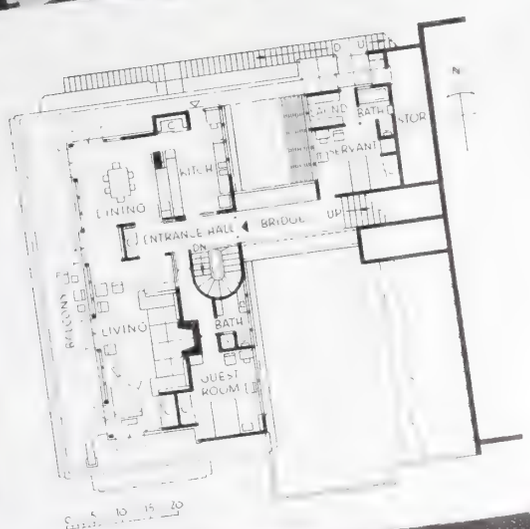
At left is a cross-section drawing showing the slope of the hill when Mr. Havens bought it. To put a traditional type of house on this slope would have required expensive dirt-moving and grading, and costly road building. But with the designing inventiveness of Mr. Harris they were able to leave the slope pretty much as nature made it, with the exception of the deep cut made to insert the badminton court between house and hill, achieving four exposures for house instead of usual three customary to hillside houses. No road building was necessary with garage at street.

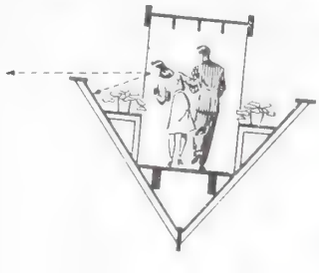


HOW TO JUDGE

Modern means structural honesty and integrity

Instead of achieving its beauty through carving and parquetry and similar handcraft ornamentation, Modern achieves its beauty by dramatizing its structural design. For instance, this bridge which leads from the front gate to the front door is pure exposed structure. You might call it "glamorized engineering." Better to understand this bridge and its relation to the house see another view on page 54, showing it crossing over above badminton court. Also see plan, left.





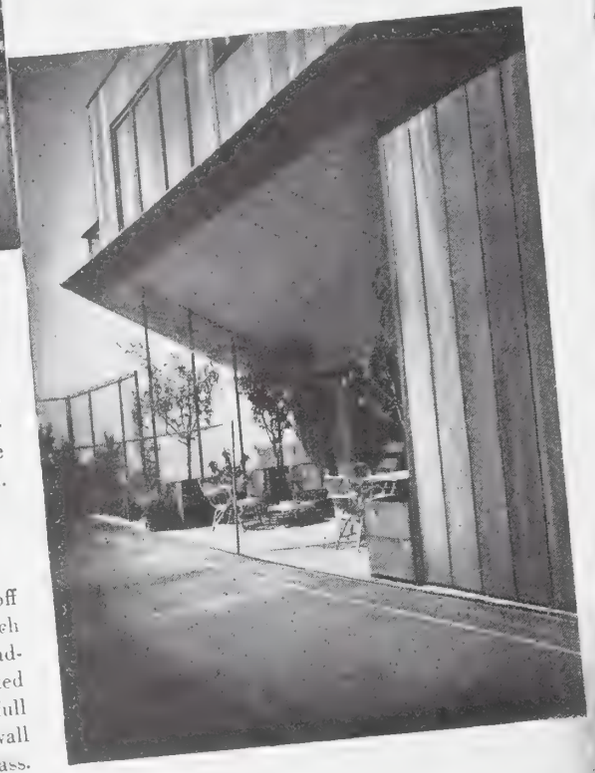


Modern provides "windbreaks" and "sunpockets" to extend outdoor living by months every year

One of the greatest contributions of Modern is the way it permits you to use nature and the outdoors—both in winter and summer. By intelligent planning of terraces, decks, and the like, to create "windbreaks" that let you be out of the wind, but in the sun, you can sit or lounge outdoors when others must be indoors. Particularly in the San Francisco bay area are winds a problem that must be coped with if your house is to be completely usable. The two spots shown here are two separate terraces off the master bedrooms that are snug sun-pockets that catch and hold the warmth of the sun's rays.

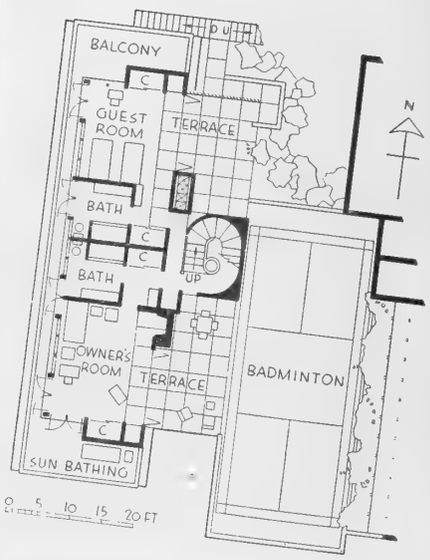


Above, brick-floored terrace off guest bedroom, showing louvered redwood screen serving as a windbreak, as well as a louvered wall beyond. Together with mass of house they block cold north wind.



At right, sun terrace off Mr. Havens' bedroom, which stands right beside the badminton court. Ceiling is tilted upward here, to catch full morning sun. Transparent wall at far side of terrace is glass.







Modern blends outdoors and indoors unobtrusively

You are looking directly through Mr. Havens' sun terrace (seen above from a different angle) into his bedroom. The doors between the two fold back completely and flatten against the walls, making room and terrace optically one. Even the furnishings of the bedroom are sturdy and simple enough in character to melt together with the brick and redwood and canvas of the terrace. So no shock is caused by a sudden jump in materials as you pass from the outdoor part into the indoor part. Because you can look right through both of them to view bay beyond, the feeling of being in a sky house increases, instead, as you might expect, being subject to conventional compromises.



Modern can give you great personal privacy even with lots of glass and windows

One of the commonest complaints of people who have seen only bad examples of Modern architecture is that they wouldn't want to "live in a fish bowl." The large areas of glass, they think, are synonymous with the public gaze. But they fail to realize that an expert architect, who really knows how to handle Modern, can create privacy even though he plans whole walls of glass.

The master bedroom in the Havens house is a case in point. All the main living rooms (including bedrooms) have at least 50% of their walls made of glass. Yet there are two neighboring houses within a stone's throw of the Havens house down the hillside. But they cannot be seen from within the house. Nor can the neighbors see into the rooms. The secret? The balcony floors project beyond the rooms, so they screen any inquisitive gaze—intercepting it just as effectively as would a wall. (For a better grasp of this condition turn to page 55.) On the lower floor, which is the bedroom floor, English laurel has also been placed along the outer edge of the balcony, and it contributes still further to a sense of privacy without interfering with the view.

Privacy from the outside world is only one kind of privacy. There must also be retreat and seclusion from other people in a house. Each bedroom on the lower floor is especially well insulated from noises that might be made in the adjoining room. Note how the cluster of baths and closets for these rooms is in the center of this floor, and how they serve as an effective barrier. Plan at left reveals this clearly.

The pictures at left and below show opposite sides of the master bedroom. They offer interesting proof of how luxury can be achieved architecturally, rather than through decorative treatment. For the decorative materials (walls, fabrics, floor coverings, etc.) are exceedingly simple and inexpensive. Furniture is almost at the minimum.

While we are on the privacy features of this house, we want you to note that even the foot-bridge was designed so the uninvited cannot look down into the terraces or court. See section page 51.



PHOTOGRAPHS COURTESY OF CALIFORNIA REDWOOD ASSN.



Modern can solve any personal requirements

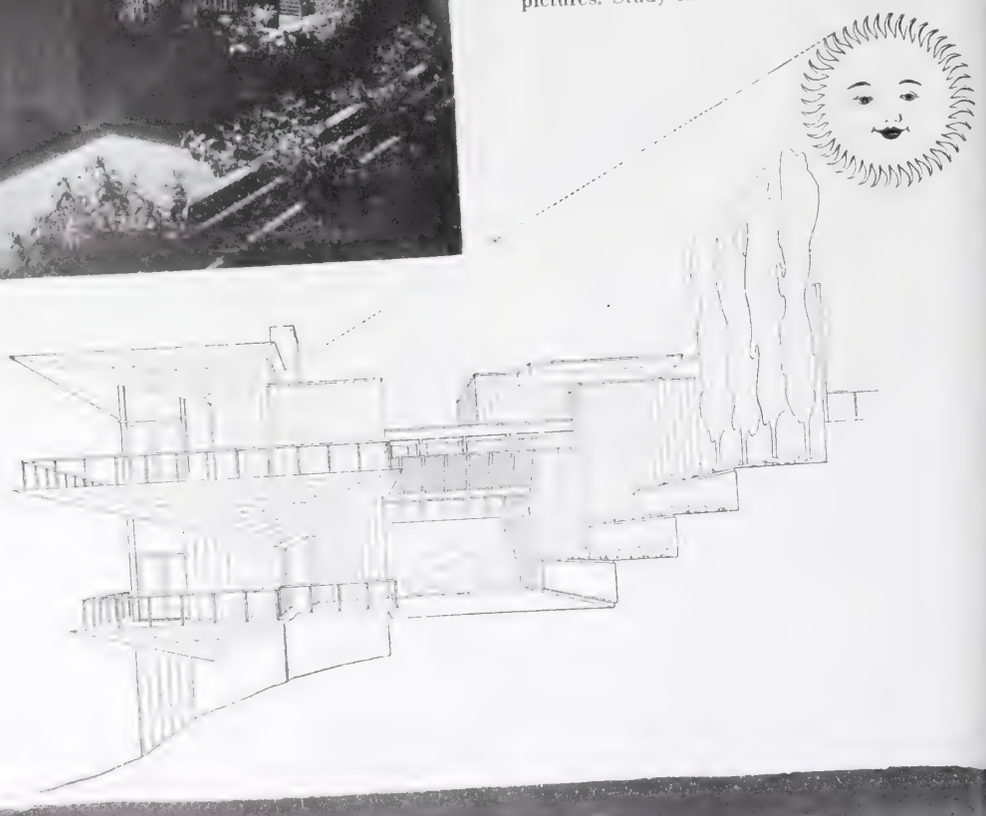
Because Modern has no rules about how things must look, almost any solution can be worked out to your individual demands by an architect competent in Modern work. The way you live, or want to live, dictates the design. Mr. Havens wanted a badminton court right outside his bedroom. That fitted very nicely with his wish not to have his hillside house burrow into the hill. These two apparently unrelated wants fitted each other hand-in-glove. Harwell Harris made a masterly solution of both, in the simple act of cutting a deep gouge in the hill, terracing it with redwood retaining walls with the court at the bottom, and placing the house on the other side of the court. Modern architecture is more than the art and science of building. It is a way of life.



Modern can give a hillside home the advantage of four exposures

As shown above and at left, the Havens house is kept from burying its back walls in the soil of the hill by the expedient of placing it forward from the face of the hill, and entering it from a bridge connected with the street level. These photographs, and the cross-sectional plan below, show the relation of the house to the hill and to the court. The view at left would never be seen—except by our agile photographer, who did some precarious climbing in the interests of explaining this unique, but difficult-to-grasp-through-pictures, house. Sun terrace beside court is the same as shown on page 52.

Underside of bridge shows well in these pictures. Study in relation to page 51.



Modern has no cliches

A cross-sectional drawing, showing the relation of the house to the hillside, to the bridge, to the separate building which houses the garage and maid's room on the street side, and to the high wall which prevents anyone on the street from looking down into the court. It also explains the "why" of the inverted gables—particularly why they tilt up on the side *away* from the view. The whole *raison d'etre* for the design of the house was because the daily sun lay chiefly in the opposite direction from the view.





Modern can have great contemporary beauty

Modern architecture is different from the styles of the past because it frankly takes advantage of the mechanics and strength capacities of materials—both new materials and old ones. The design forms of Modern spring out of the architect's aim to solve the living problems with the best and most inexpensive construction and materials. For instance, the inverted gables which overhang the windows of the Havens house were done not because the architect thought it would be clever to use a gable upside down, but because the owner needed the balconies and the extended ceilings for numerous reasons previously stated. This house has beauty because of the strong clean lines of its structural design, the way it is integrated with the ground, and the simplicity of its masses.



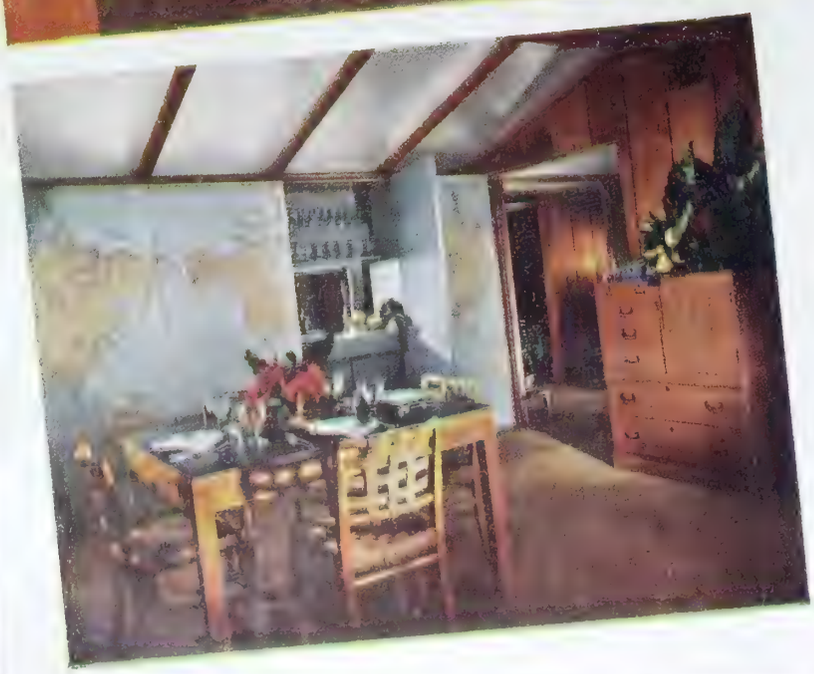
Modern can make a home a more perfect place in which to live

One of Modern's objectives is to free its occupants from useless work, inconvenience, the bondage of unnecessary possessions. It can bring together in one place more of the means for good living than have ever been assembled before. That Mr. Havens has been freed from the bondage of unnecessary work is testified to by the fact that his house has been servantless since Pearl Harbor. Yet with very little effort he has kept it clean and in perfect order, even though he has been carrying a full-time war job himself. This is because materials and furnishings (things like palm matting, duck draperies) do not soil. Dusting is about the only regular cleaning such a house requires.

HOW TO JUDGE modern

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Modern can be as luxurious in performance as the most lush of the period styles

The undeniable air of luxury which this house possesses is not due to any of the usual devices of thick carpeting, carved dentils, or expensive fabrics or wallpapers. It is rather due to the warm colors, the luxurious handling of space, and the superb use of view, sky, and sunlight. The map wall (which was executed by Patricia Fudger) is really a pass-pantry to the kitchen. The middle panels of this wall both open up to reveal this step-saving device, as shown in the picture below. Other pictures on page 70.



The skylight in the ceiling is a double pur-
e one—bringing in sunlight in the daytime
d artificial light at nighttime. (The artificial
ht is of the fluorescent type.) This was essen-
l to provide balanced lighting, since the
ajority of the glass walls face the west, where
e view is. Consequently the rooms would
ave tended to be sunless (though not dark, of
ourse) until at least noontime, when the sun
ot around to the full south. How the sun
nanages to enter this skylight can be under-
stood by looking at the cross-sectional drawing.
Now you can understand another reason behind
the inverted gable design. For to get the sun
to shine deep into the middle of a house takes
more than the ordinary, perfunctory planning.
At night these skylights, instead of becoming
dark, dead spots as most skylights do, are still
as interesting and as functional as in the day-
time. In short, they serve a full 24-hour duty.



Modern uses the natural beauty and colors of materials

Another view of the sun and breakfast terrace outside the master bedroom suite, repeated here in color to show you how the natural colors of the building materials provide an integral color scheme. Note, too, the rising ceilings of this terrace: then see the cross-sectional drawing to understand how and why it rises to introduce the sun.



Modern uses function to achieve pattern and color

The living room, which is structurally just like the dining room, uses a well of book shelves for color and decorative value. Furniture on that side of the room is all built in. Furniture on the glass wall opposite is light—in both color and scale—so as not to be spotty in color value or to block or impede the view. Notice width of brick hearth.

(Continued on pages 70 and 71)

HOW TO JUDGE modern



. . . TO PIQUE HIS JADED APPETITE

Menu monotony sets in around August, when even the succulent produce of his own Victory garden seems stale, flat, and unprofitable to the heat-wilted male. Here's a supper to revive his interest in life — and yours, too

by M. F. K. Fisher
AUTHOR OF "HOW TO COOK A WOLF" AND "THE GASTRONOMICAL ME"

Past surprises—the first full bowl of peas from the garden, the taste of fresh tomato juice on a summer day, the baskets piled with little green beans waiting to be smothered in sweet butter; they can all become bores of the present. What was delight in early June is a bother by late August. No matter how proud we may feel at the prodigality of the Victory garden, the constant stemming of its flood of produce can be more than wearisome.

It is then that newness can revive us—whether we be man *or* woman. It does not really matter whether we are country-fresh, tanned, and languorous under the apple trees, or pale as ghoulies in the rubbery glare of simmering town streets; we must be surprised again to pull us over the dead-summer hump of boredom. We must turn our backs on full vegetable bins crying to be emptied in the farm house and on sensible salads eaten doggedly at the drugstore nearest the office.

One of the easiest and most magical ways of changing tempo is with food—and drink, of course. If you are not used to serving wine with meals, except perhaps when Great-Aunt Maggie comes or there is a birthday, have one kind to be drunk easily, pleasurably (economically), throughout an ordinary "unparty" supper, and see how everything grows lighter. And if you usually have one good one, break out two, to turn it into a festival. You will feel, even if you are ravaged by the heat of the day, that this night is a cool and rosy one.

What goes with the wine, single or a riotous two, is not second in importance. Rather, they must step out proudly, arm in arm. And to make the meal a really stimulating one, for the planner as well as the partakers, it should be somewhat astonishing. The subtle marriages of all its flavors should be like the horseradish on the last oyster, or the flip of a laughing jackrabbit's tail as he leaps the fence.

A sardine pie from Portugal, for instance, is a hard thing to match with any wine, especially if you want to carry on the latter to the end of the meal. It can be done, though, and, with the certainty that many will disagree with me, I dare suggest without any doubt either a Louis Martini Sylvaner or an Inglenook Traminer. Both are firm, assertive white wines that will (*Continued on page* 76)



COLOR PHOTOGRAPH BY EMELIE DANIELSON

• To pique his office-weary gaze, set a table so fresh, fragile, and cool that he'll forget sultry summer and think it's spring again. Have flowers, not in heavy, stifling bunches, but pressed in smooth, exquisite perfection under a glassy table top. If you're needlewise, embroider matching flowers on napkins. Or press delphinium florets to use as place markers. Helen Park designed the table, its "Crystalique" glass top, and the chairs, all from Tomlinson of High Point, North Carolina. Chair fabric woven by Creative Looms. Mrs. Frances T. Heard, HOUSE BEAUTIFUL's Decorating Editor, who planned this setting for an August supper party, chose Minton china, white as frost, from William H. Plummer & Co., and for wine and water, ice-clear goblets in Libbey's "Waterford" pattern. Sterling flatware, of a fineness that rivals the flowers in delicacy, is Frank W. Smith's "Edward VII." "Princess Waxels," from Will & Baumer, shed candlelight



Should men do HOUSEWORK?

Do things go to pot when your wife's away? If you split the burden of household chores, you'll have the know-how to keep body, soul, and shirts together

By Lloyd Shearer



There is a story to the effect that when Sgt. Marion Hargrove, author of the best-seller, returned to the U. S. from India recently, he found his wife cleaning a window in their home.

"Who ever taught you how to clean windows?" snickered the sergeant, rubbing his index finger across the glass pane. "You use too much water." And with that he took a chamois cloth and polished the window to a high and beautiful shine.

Shocked, poor Mrs. Hargrove fainted. When revived she exclaimed to a passing friend, "How do you like that! Before he went overseas my husband was so lazy he demanded that I paint all of the windows black so that we wouldn't have to wash them."



Now, what does this mean? Does it mean that at war's end, millions of servicemen like Hargrove will return to their homes, *intent* upon helping their mates with the housekeeping chores, or does it mean that thanks to their Army-Navy training these same men will return, merely *well qualified* to share the traditional feminine household duties of washing, ironing, cleaning, cooking—in fact, everything but child-bearing?



"Well qualified to share" and actually sharing are two entirely different qualities. Will the men see fit to take upon their newly trained shoulders their equitable share of housework? That's the question.

And what a question! Right at the outset let me make that statement quite clear and irrevocable: every man should learn to do some sort of housework, not only for his own comfort, economic welfare, and satisfaction, but because sooner or later, his wife may die, have a baby, get ill, go away, take a job, or divorce him; he may not be able to afford a maid: and because, in the final analysis, doing housework will not only broaden his talents and outlook but will make him an appreciative husband capable of understanding his wife's home problems and finding out where in the devil his good money is going to.



But all these valid reasons have existed for a long time, and for an equally long time men have declined to do housework. Why is that, you ask. Is it because men can't do it? Is housework so difficult and intricate an art that it calls for great skill and practise? When you think of the women who perform the job, such an excuse seems hardly acceptable. Moreover, a Saturday morning inspection of any Army barracks will reveal that men are superb housekeepers who can keep their own quarters far more immaculate and orderly than most women.

Is it false pride then, or laziness, or the maintenance of the traditional masculine dignity? Perhaps a little of each. But the war, it seems, has knocked the stuffing out of our pride, laziness, and hoary traditions. What, then, is it?



The hard, honest truth is that we men have shied away from housework because of women. It is definitely a woman's marital responsibility to interest a man in housework, to make it attractive and pleasant and an integral part of marriage. In this, the overwhelming majority of women have dismally and completely failed. Theirs largely has been a mistake in tactics.

Women either try to (*Continued on page* 93)



DRAWING BY
GEORGE COOPER RUDOLPH

THE BACK OF THE HOUSE

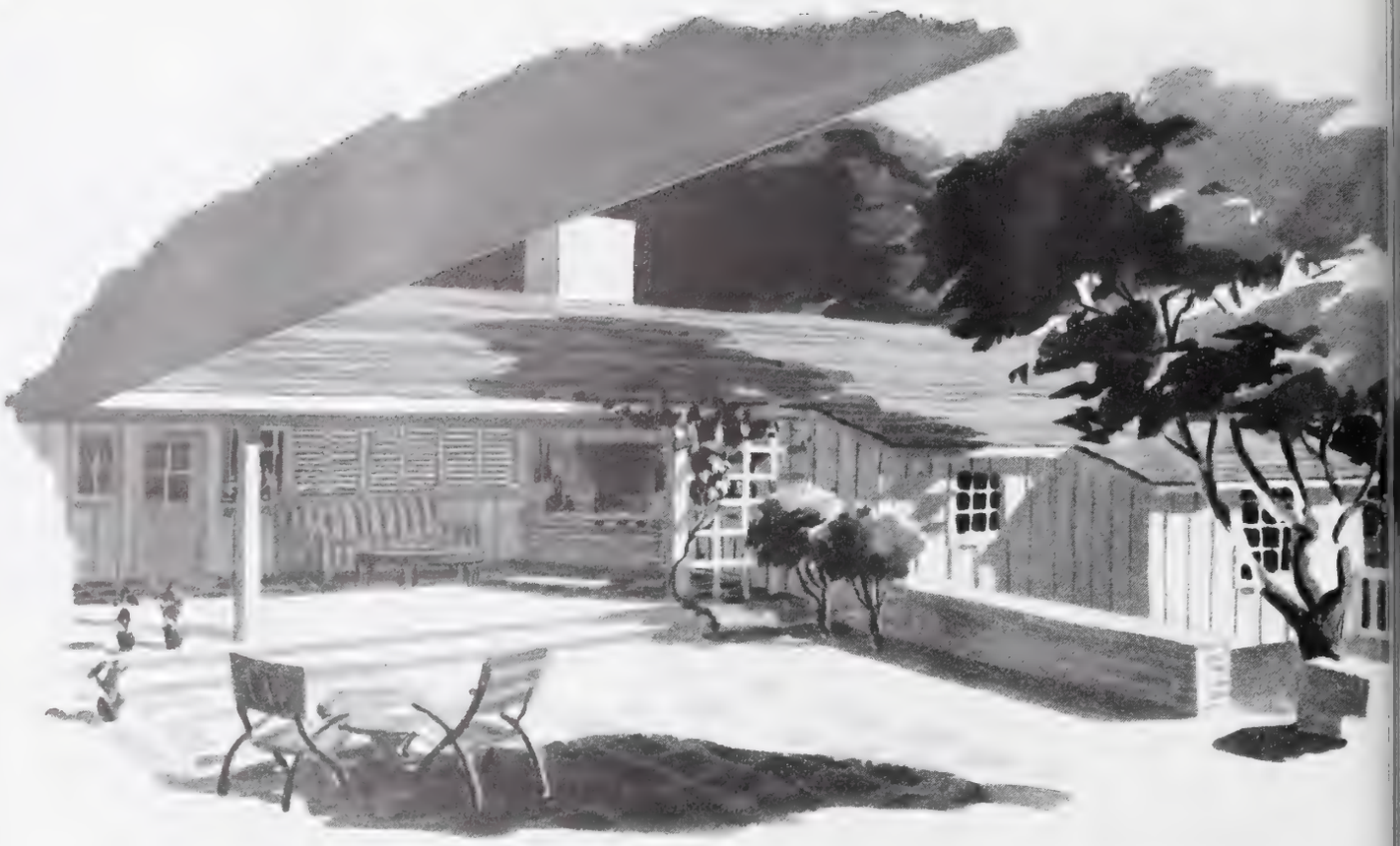
Presenting HOUSE BEAUTIFUL'S
fourth postwar house—

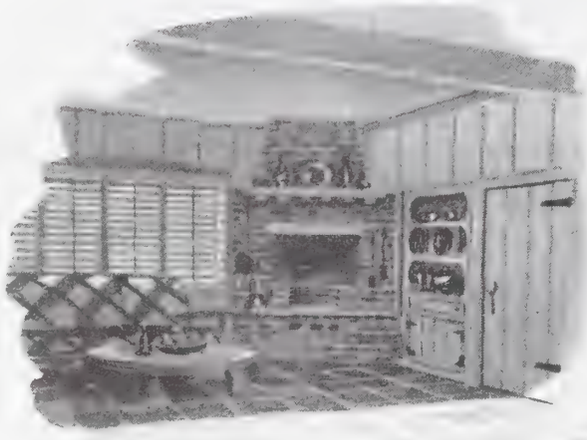
For men who like PLAIN AND HONEST ARCHITECTURE

By REUBEN WHITNEY

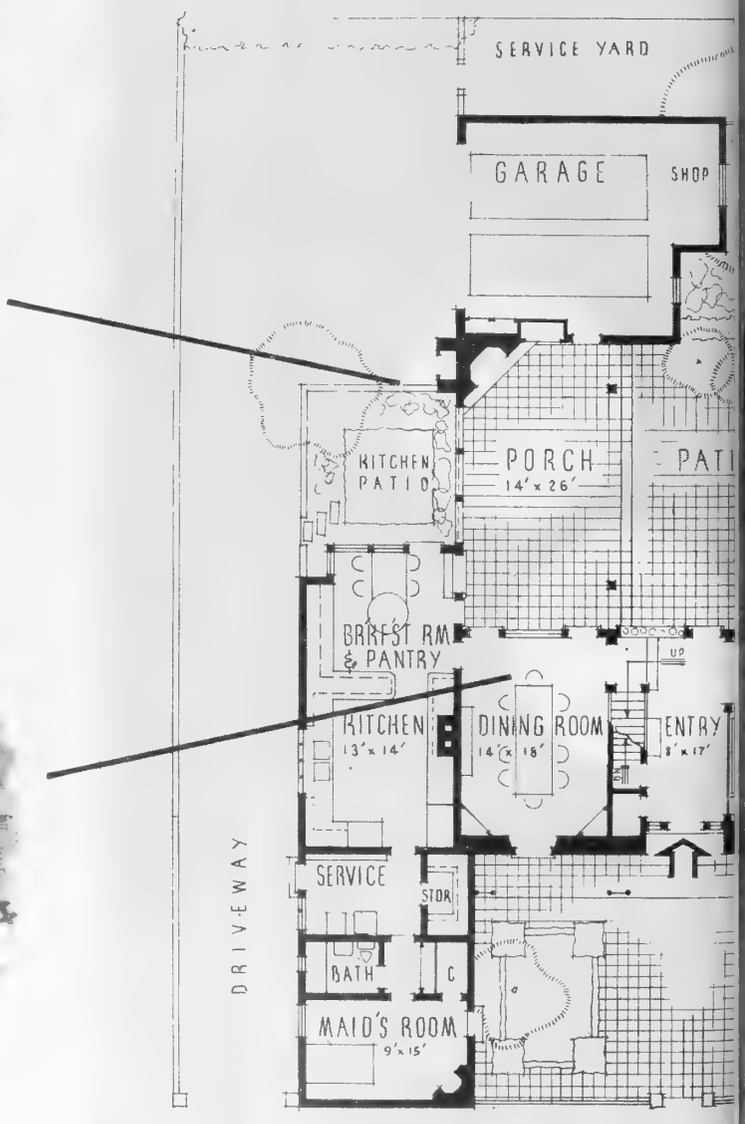
There is something about men that makes them shy away from an architrave or a pediment. But give them a house of boards-and-battens and white-washed brick, with thick silvery shakes on the roof and a flagstone floor in a room or two, and you can actually see them relax. First thing you know they'll have their feet up on something and be having a wonderful time.

These plans for HOUSE BEAUTIFUL'S fourth postwar house were created by Allen Siple, of Los Angeles, in his famous western ranch house manner. The house is of a type very popular on the west coast, and was beginning to appear in many other parts of the country before the war. We predict it will continue to grow in popularity. People like the unpretentious use of materials. The rambling floor plan that allows them to create a completely private outdoor living room. The rest of house is on the next five pages.





A close-up of the barbecue built into one corner of the porch. The slatted louvers behind sofa cut off view of service functions and also provide controllable ventilation. Door at right leads into garage. Note on plan how close this spot is to kitchen





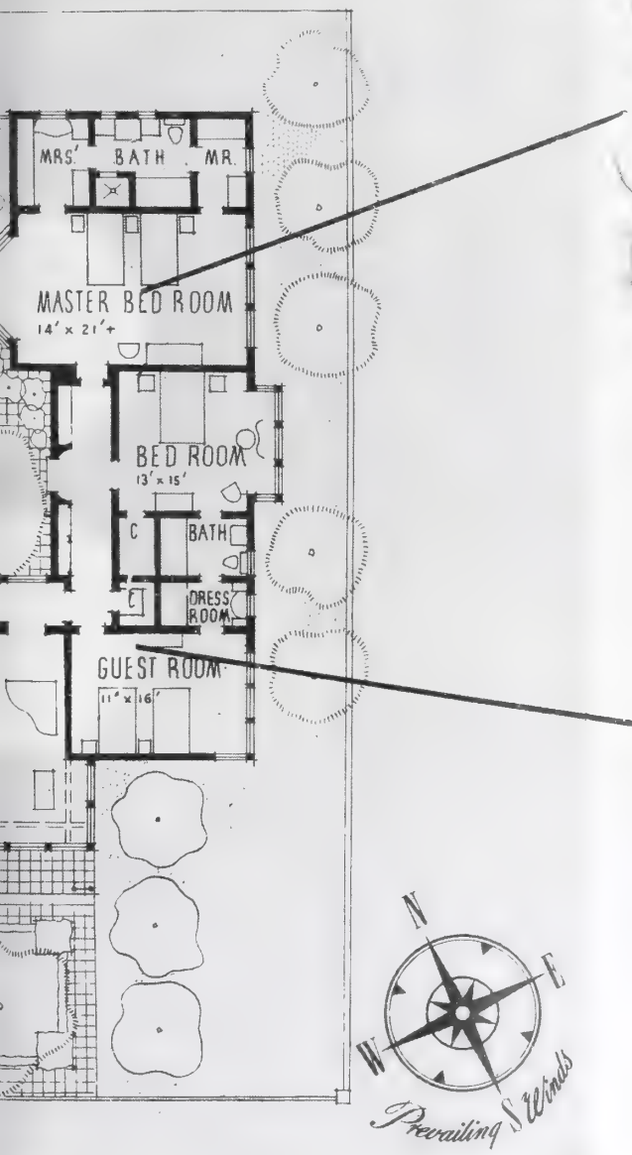
The other end of the porch, showing the entrance to the dining room, the plant window in the front hall, and part of the living room windows. What an ideal place to put children to play and have them within sight. More furniture would be used, actually

THE OUTDOOR LIVING ROOM is the heart of this house

The art and science of living outdoors has been most perfected in California. They have worked it out so completely they can be out almost all the time except in a downpour or a freeze. The patio holds the secret, with its covered and uncovered parts, its out-of-the-breeze sunpockets, and its almost complete privacy. What they have learned about controlling sun and winds is being borrowed by every other part of the country. (See "Lanais" in HOUSE BEAUTIFUL, July 1944.) Outdoor rooms like this, we predict, will be seen increasingly in all parts of America after the war. No matter where you live they can increase the amount of time you spend outdoors from one to three months, depending on your climate.

We hope you realize, too, how pleasant such a private garden would be to look into in winter, covered with snow. If landscaped to be an evergreen garden it would be a charming scene from every room. Yes, a patio should be a "must" among the home-building amenities.

ft, northeast corner of patio showing the porch with garage right. Below, the plan of the house, showing how nearly mpletely the house encloses the patio. Note how far removed e master suite is from service end of house, and how quiet





The southeast corner of the patio, showing the bay in the master bedroom. Mr. Siple has planned a roof ventilator, equipped with a fan, to draw out daytime air and replace it with night air. Whole bedroom wing benefits. Same end of house shown on page 61



Southwest corner of patio, showing garden entry or flower arranging room, which is the passageway from living rooms to bedroom wing. Look at plan to understand fully the function of this job. This would be the spot to keep vases and arrange bouquets



FRONT VIEW FROM STREET

A WESTERN RANCH HOUSE suitable

Here is a house as native to the American scene as a wigwam, as unpretentious as a ham sandwich, as comfortable as an old shoe. Best in a mild climate

HOUSE BEAUTIFUL has observed that the most comfortable houses to live in are those that are one room wide, that meander around on the site so that many rooms have three exposures. Houses that ramble and turn create charming nooks and retreats, particularly outdoors.

Such houses cost more to build, for they have more outside wall space than compact plans. But if your budget is not too stringent, so you can have more than a minimum house, it is a good way to spend your money. For the cost is repaid many times in comfort, privacy, and charm. An uneconomical plan may be the best plan.

THE SOUTH SIDE





DRAWINGS BY
GEORGE COOPER R. DOLPH

or other parts of the country

L-shape plan, an H-plan, or a modified Z, all offer y distinct advantages, particularly if they are oriented perly to prevailing winds and sun. This house has en planned to shut the winds out of the patio—an portant necessity if you are to live outdoors a lot in ifornia—and plenty of other places.

No special effort has been made to use the heat of the to assist in the house heating. Though there are gen- us windows toward the south, Mr. Siple has not nned in particular for solar radiation, though the lth of the porch overhang on the west side would do much to cut down heat from late afternoon summer sun.

A plan of this sort could not be comfortably used on a plot smaller than 144′ x 125′ (90′ width at minimum). Much of its charm would be lost if there were no trees. But, of course, trees can be brought in; and they are worth everything they cost.

On the three pages so far you have seen the four outside façades of this house. It has three more facing the patio. With houses of this sort, these are the walls that *really* matter. For it is not what you show the world, but what you and your guests see that matters.



THE NORTH SERVICE SIDE

IT'S THE PLANNING . . . even more than the materials . . . that will make postwar houses better



Close-up of the living room fireplace corner, showing the unpretentiousness of the fireplace and the cozy, comfortable, and unornamented fireplace and mantel breast. Good living, here



Detail of the relation between living room, hall, and dining room. Stair leads up to a single room which could be finished later, that might be study or bedroom. Note simple construction



DRAWINGS BY HARRIE WOOD

The interior view of the breakfast room, looking toward the kitchen patio, and showing the built-in "lazy susan." Pleasant pattern made by rafters is typical of beauty through honesty

They say that our kitchens and bathrooms are the only rooms that have made any progress in the last fifty years. In many ways that is our own fault. You can improve *all* your rooms by better planning

The postwar house, to be a better house, must be more than an assembly of boxy rooms with merely four walls, a floor, and a ceiling. For, though those walls may be weather-tight and well insulated, the room they enclose is still nothing but a box-like shelter. And 20th Century living implies more than mere shelter.

The house shown on these six pages contains many examples of this kind. They are mostly built-in conveniences that give more livability and convenience to life at home. For instance, look at the window seat at the upper column, with storage space beneath the seating. What a window to snuggle in, to snooze or read! And look at the built-in breakfast table in the breakfast room, with its two-tiered "lazy susan." Wouldn't that be an inviting place for the children (or servants) to eat, looking out on the kitchen garden-patio?

Skim over the plans, on the preceding spread and count how many of these conveniences are planned for. There's a huge woodbox built into the chimney in the living room beside the sofa. In the garden entry, there is a cupboard for flower-arranging materials under the glass plant shelves. In the hall, leading to the master bedrooms, there are linen closets totaling nearly eleven feet long. Good, shallow ones, so all supplies are only one pile deep. There is another similarly shallow linen closet outside the maid's room that is nearly four feet long. Since all of these linen closets go from floor to ceiling, we have no hesitation in claiming that this house can *amply* store the linens and bedding (winter and summer) for six beds, and the towels and other domestics for six people. Do you know many houses that can claim this?

There are three dressing rooms, all with built-in drawers, wardrobes, cupboards, shoe racks, and even a hat closet for the lady of the house. There is a buffet serving bar, permitting service from the breakfast room to the barbecue-porch, with storage shelves beneath. In the same breakfast room is an additional eight feet of floor-to-ceiling storage. And don't overlook the fourteen feet of supply cupboards in the laundry-entry.

Of such stuff will postwar houses be made. What materials they will be built of is immaterial to such conveniences. For it is planning that insures 20th Century living.

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ARNOLD FEINBERG

When men choose MUSIC

Wartime surveys among our troops prove that men of all tastes need music for happiness

By
Richard Williams

Because this issue of the magazine is devoted to masculine likes and dislikes, it would be a proper place to discuss the subject as it concerns music in a learned and impressive manner. Sorry, I can't do so. I don't know what kind of music a man prefers, what kind appeals to women. You see, because music is the most imaginative of all the arts, it cannot be classified. How can you tell what combination of sounds is "masculine"? Oh, yes—you know a man would like certain story-telling, rousing, martial music like a Sousa march or a Tchaikovsky 1812 Overture, and he will also like a western ballad, but such music is only a tiny province in the realm of music and certainly not the most attractive province. Most music has no subject matter, tells no story, and doesn't really "mean" anything; or rather, it means different things to different people. In other words, there is no parallel in music to literature. A book deals with a story and a subject, and because of the nature of that subject it may appeal more to a man than to a woman. But how could anybody possibly make these same distinctions in music? Beethoven is usually called a virile composer, but Mozart in his way, an elegant and polished way, is just as virile as Beethoven. Nor is there any evidence that the sensuous and fine-spun and perhaps feminine music of Debussy appeals more to women than to men.

Before you say, "Well, if that is so, why is he writing an article on the subject?" let me place before you some facts which I think you'll find interesting. Paradoxically, through war, the arch enemy of all art, we have learned something about music. We can tell you what kind of music certain men like. There is evidence before us as to the choices of our soldiers, who are of course merely men in uniform.

How do we know what soldiers like? We know it from a department called the Armed Forces Radio Service. Early in the war, it was recognized what an important contribution entertainment can make to the health and well-being of the soldiers. Entertainment's importance increases in direct ratio to the distance which removes the soldier from his home. (*Continued on page* 91)

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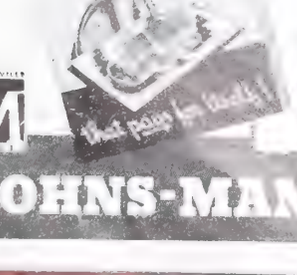
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Right. One wall of the kitchen, showing the pass pantry to the dining room. Note how the dishes that are used most are kept within easy reach above the stove. The ventilating fan draws off cooking odors

Below. Opposite wall of the kitchen, the windows of which look down on the badminton court and across to the terraced garden. Note complete absence of protruding hardware on drawers and cabinets





PHOTOGRAPHS COURTESY CALIFORNIA REDWOOD ASSOCIATION



The two outer walls of the dining room are virtually 100% glass. You have only to look to know why. When such sights are there for the having, why hide them with opaque walls? The feeling of heightened drama, produced from the rising ceilings, is well demonstrated in this picture. To use such a view and to create such elation is the best defense that Modern has



HOW TO JUDGE MODERN

CONTINUED FROM PAGE 57

ROM the nine pages you have just seen, setting forth the *reasons why* behind the designing of the Weston Havens house, you will ve concluded that the way to judge Modern architecture is to of it "What does it do to make life better for the occupants?" Ve mean better than a traditional style of architecture could do.) f a Modern house cannot honestly be said to produce a better, re convenient, more restful, better organized life for the people o live in it, then that house is probably bad Modern. And there is nty of bad Modern designing on the American scene.

HOUSE BEAUTIFUL is very desirous of establishing this simple fact: t there is *both* good and bad Modern architecture. Once that fact accepted we will hear no more ill-considered talk that says, "I n't like Modern." For what American will reject something which produce a better way of life? Rather our attitude toward odern should be to criticize it for the purpose of separating the eat from the chaff, of frowning on the Modern that uses meaning- s clichés and praising the Modern that really makes a contribu- n to a better way of life. For it must be obvious to all thinking ople that we cannot fully benefit from the improvements of our ilization if we continue to dress them up in the appearances of by-gone era.

The need to be constructively critical of Modern architecture is t as necessary among those groups who are the most enthusiastic out it as among those who dismiss it with a wave of a hand. Plenty atrocities are committed by young, eager architects and owners. ey think all they have to do is "make it look modern" and bene- will be heaped automatically upon the house. But it does not low. For Modern is not a look. It is an attitude toward life. And house may look like Modern and not be Modern at all. It is only judging Modern architecture in terms of how it works that you judge it at all.

If you are planning to build a home after the war, you will need to able to judge Modern, and to weigh its use against the use of the riod styles or the modernized versions of period. Be sure you under- nd what the good Modernists are trying to do—and *are* doing. en you won't build what might be an obsolete house, just because u once admired a house with quaint shutters and ruffled curtains.



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THE VETERANS SAY THEY WILL WANT...

First Prize

Continued from page 32

hurry right through the rest of the house.

But before we go, I want to show you where we have breakfast and midnight snacks. It is in the nook behind those cabinets, where the windows overlook the garden. Just drop down the back splash behind the cooking unit; set the food on the thus-formed counter; walk around once to the table and set things in order, saving innumerable steps and lost motions.

Cool in here for July, isn't it? The entire place is air-conditioned—no sleepless nights for me. It is insulated and fireproofed which, incidentally, brings my insurance down quite a bit.

The dining room isn't very large, but the south wall is portable, so it can be folded back and we can make use of the living room, too, if necessary

THAT'S a man-sized living room, isn't it? Look at those ceiling-to-floor windows, the mantel over the woodburning fireplace. The space under the staircase is a combination bookcase and closet. The furniture is of medium size—well-cushioned and comfortable. Not ultra-modern, nor victorian, but a pleasing combination of both. Now look at that window arrangement. Notice the eaves of the roof can just be seen—providing an ample canopy to keep out the hot summer sun. But more important by this same arrangement the winter sun rays find it easy to stream through the glass and give us solar-heat (which is free), naturally lessening our fuel bill. Surprised? You'll be in for more before we finish this tour, too.

You probably noticed the awning over the porch when we came in. That's a fine spot on a warm night with friends to help enjoy it. There is a small control box and a loud-speaker (near the center and out of sight, but within easy reach) for the radio and/or phonograph selections. A similar system is installed in the back yard.

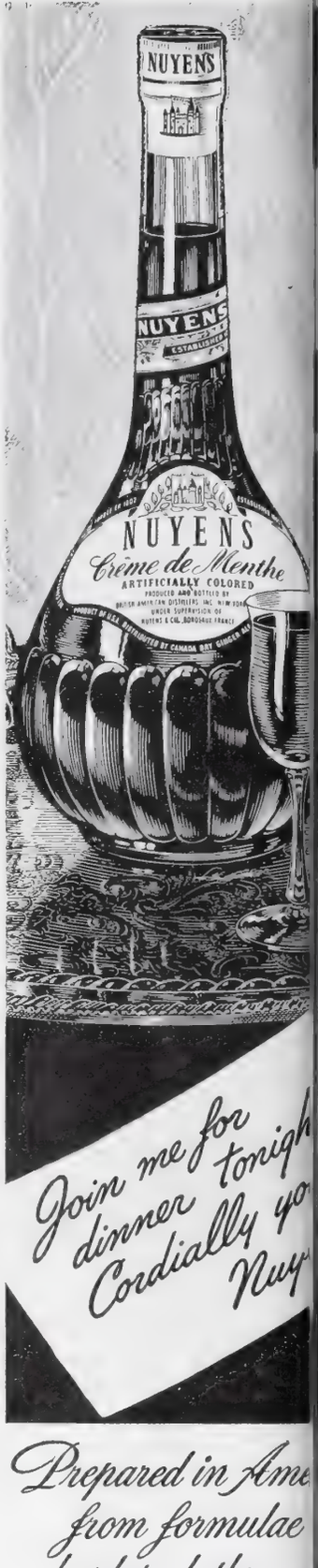
Now, upstairs we go. It's quite similar to other homes—three bedrooms, a bath, and a small studio, complete with skylight, for me. I use it for my "homework" or when messing around with ideas that keep percolating through my head. The skylight makes easy the doing of drawing and eye-straining work. And fluorescent lighting is a fine substitute for daylight.

Oops, I almost forgot, the basement. Here we have, first, the playroom, complete with bar and card tables. Most of the yard games can be played in here, too—so our equipment is in use the year round. The walls are covered with fiber board and the South American motif is pretty gay, isn't it? The floor is covered with heavy linoleum; it's easy to keep clean and is unaffected by alcohol accidently dropped on it. In the back, behind that wall, is the boiler-room—oil burner. On the right is the nicest unit of all, to my way of thinking—a "quick-freeze" unit. In there we have on reserve, at all times, special treats like berries, fruits, and vegetables as fresh and crisp as the day they came out of the garden—even though it be mid-January. Likewise, large supplies of meats and other perishables can be bought in large quantities; thereby, getting volume prices that soon pay for the investment.

And now to dinner. The table top is impervious to heat, washable, and looks like a fine-grained wood.

The floor covering throughout the house is of synthetic type, sound absorbent, resilient to cushion the feet, easily cleaned.

The main lighting is built-in and indirect.



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But lamps (table, floor, and occasional) blend the furnishings into a cozy, carefree atmosphere simply by changing the pastel colored bulbs to suit your mood. The sun can always be shining on us, day or night.

Venetian blinds and drapes that can be cleaned with a damp cloth complete the furnishings. You'll notice, too, there are no corners to collect dust. At the floor we have a cove base and the junctions of walls and ceilings are covered and no moldings are ever used. And all radiators are hidden in wall recesses.

So, you see, we've thought of everything: no dust collectors, minimum movements for housework, easy cleaning methods, labor saving devices all over.

Certainly, it costs more than the average man would care to pay—but the comfort and joy of living is increased so much that I'm well repaid in the end. By the way, the "china" we're using for dinner isn't china at all, but a synthetic paper-product that we throw away after using.

I guess it's time to take you back to the station now—so you can catch the late train. No, we're not going to fly; it's just a mile to the station, so we'll go in our "roadable." See? I just push the switch from "fly" to "drive" and off we go!

THERE it is. You know how I'm going to live after the war; at least, generally. Most items mentioned are present conveniences, improved or elaborated in one manner or another. Others are dreams or ideas of my own which I'm working on. Fortunately, however, what others see they want. After the period of readjustment, and accepting for a while things as they were before going overseas, GI's will become restless and clamor for these things of tomorrow—television, family planes, 3-dimensional movies, and other things we haven't even dreamt about yet—will then become realities. How soon this takes place depends upon us and our desire for progress in an even higher plane of living conditions. Such might take a decade or a millenium, depending upon how free our thoughts and lives remain, and what reward will come of our efforts. Personally, I'll venture a guess of twenty years. How's about you?

Second Prize

Continued from page 32

The number of rooms will depend on the size of my family, present or expected, when I build, but the living room should be as large as possible, the kitchen as small, and the dining room and bedrooms only large enough. There definitely should be a dining room. I won't eat alternately in a corner of the kitchen and living room. And there should be plenty of bathrooms. As many as necessary in the sleeping quarters, and another if one of them can not be close to the living quarters. I say sleeping and living quarters because I think they should be separated and well-insulated from each other. And the bathrooms should also be sound-proofed.

I hope the architect can arrange the rooms so that the doorways, if I must have doorways, will not break up the wall space too much. Clear walls are desirable things, making room for pictures and books.

The number of closets should be kept to a minimum, but made large enough, especially one near the front door. If there are more than necessary, they will only serve as catch-alls.

The garage ought to be connected to the house, together with a workshop and a storeroom for lawn mower, rakes, etc.

Going through the rooms in detail; the living room, dining room, and kitchen should

(Continued on next page)



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Continued From Preceding Page

take advantage of the view I have assumed. The kitchen because someone will spend a lot of time there. The living room needs one long, glass wall, glass in large sheets, set double, which should serve as insulation. But not opening. Ventilation will be supplied by grilles or louvers. I want a fireplace and plenty of built-in bookshelves.

The dining room could do with a glass wall too, and the kitchen could make use of glass brick, even with shelves built against a wall of them. The sink, counters, and stove will be fixed at the most comfortable working height. And all the shelves will be within easy reaching distance.

The bathrooms should include showers as well as tubs and be finished completely in an easily cleaned surface.

One thing a house never has enough of is wall outlets for electricity, close to the floor where they ought to be. And I want no chandeliers. The general lighting can be indirect, laid in troughs, set into the walls just beneath the ceiling.

There are a number of other details I've thought of, such as sliding doors throughout the house, horizontally in the rooms, slipping into the walls. There is always a certain amount of waste space behind a swinging door, which must be allowed for it to open wide. The closets could have vertically opening doors, like roll-top desks, opening the entire front and leaving no dark corners. I've wondered why the junction of floors with walls, and even walls with each other and the ceiling, couldn't be rounded so as to make cleaning easier.

Recently I've read of solar heating, which seems to demand the facing of all the main rooms in the same direction. It would certainly be economical.

Why can't we use more glass? And why small panes when we can get large on I suppose they were a result of its high c in the early years and the method of m ufacture. But there is certainly no rea for them now with sheets of any size av able. Mirrors as well. If there should h to be an interior hallway in this house, like one side of it to be lined with mirr

We've become too bound by traditi or convention, or maybe just habit in planning. Must all our walls be straig and all our ceilings be flat? Must a room rectangular, a house a large box made of similar small ones? And do walls have be solid? Why can't we separate roo that are associated in their use by she of colored or plain translucent glass? A do we need as many partitions as we ha For centuries the Chinese have used slidi partitions, telescoping into themselves that in pleasant weather a room becom part of the out-of-doors.

Only in recent years have we in Am ica begun to stop the copying of Engl and European styles. But even today m of us build in the forms of the 18th a 19th centuries. It may be something inher in us that clings to the past, to the fam iar things, and shrinks from new ideas. A yet we continually seek the new in ever thing but our architecture. It's curious.

I think it high time that we move out the past, and live as we work—in todo

Third Prize

Continued from page 33

chairs, for such occasions. A curtain w make it a separate room during the me

The space and money saved by om ting the dining room will be added to t living room, for it is here that the fam and friends will spend most of their time.



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living room should be the heart of a home, and the other rooms only arteries of supply and disposal. The heart of our home, then, will be long, low, and large. A huge fireplace will dominate one end wall and it will be flanked by book cases. The rest of this wall will be mirrored to the ceiling. The long outside wall, which in this case will face a river, will be over half glass. This glass will extend from floor to ceiling. Drapes and Venetian blinds will give privacy, when needed. Solid glass doors will open on to a terrace. The rest of the walls of this room will be covered with wall board to facilitate acoustics and insulation. Fluorescent lighting will be used here and throughout the house. The furnishings will, of course, match the room in modernism. In the not-too-dim past such furnishings had to be custom built, but more and more furniture makers have "gone modern," until now even the most modest of budgets will suffice. Sectional sofas, a curved one in a corner and a straight one before the fireplace, will rest on a wall-to-wall rug. A radio, with television I hope, a writing desk, tables, easy chairs, lamps, etc., will all be chosen to fit the room.

THE kitchen will be small and compact, saving Margo many many steps each day. She has chosen electricity for her cooking. You see, I have left this "woman's domain" to her to design as she will, but one thing you can bet on: it will be modern.

The cellar—and all it was used for—has come above ground, will be just off the kitchen and will be called the utility room. Laundry and ironing will be done here; it will house the heating plant, electric food lockers, and an air-conditioner.

One of the two bath rooms will be on the ground floor and the other one upstairs. Each will have both tub and shower.

The remaining ground floor room will be a combination garage and playroom, the doors of which will be worked with an electric eye. When needed as a play room the car will be run out, it's rubber mat rolled into its container under a bench, a ping-pong table lets down from the ceiling, a snack bar swings out from the wall, a movie projector does likewise and the room is ready for the "gang from the office" to let down their hair.

Now we go upstairs. Here are two rooms and a bath. One room is apparently a studio (I happen to be an artist), and the other a bedroom. Let's go into the bedroom first. Notice how much light the corner windows let in and how well they ventilate the room. A Hollywood-style bed with inner-spring mattress stands out over everything else, but you will notice that this room is more than just a place to sleep. There is a fireplace with an easy chair in front of it, shelves of books, desk, a radio.

Now through the bathroom to the studio. You say the rooms should each have separate baths to avoid confusion? It's all right. Notice tiny traffic lights above the doors.

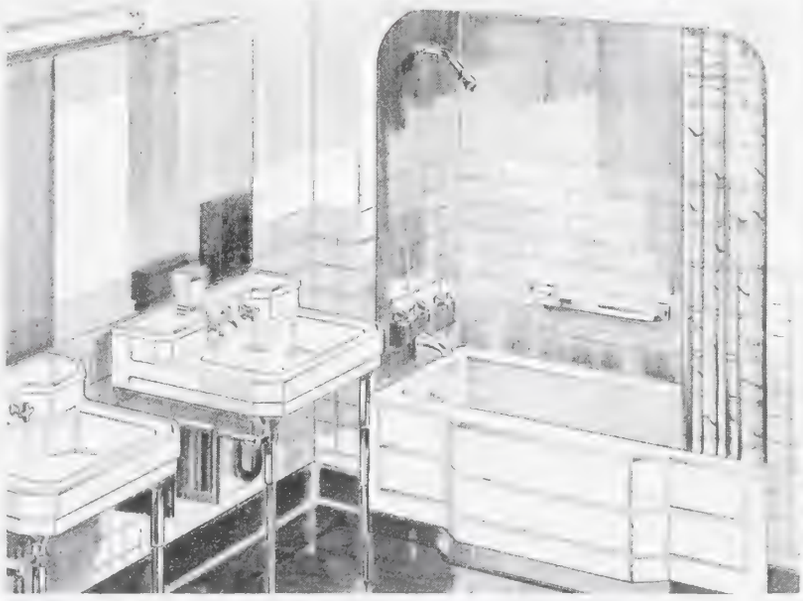
THE studio is truly a studio, yet we convert the lounge into a double bed, writing desks change into dressing tables, wall lamps swing down into bedlamps, and a drape swings across to hide the easel and paints. Presto, an extra bedroom. Where does this door lead to? Let's see. It opens on to the roof over the living room. Now, however, it is more than a roof. It is a sun deck surrounded by an ornamental steel railing and dotted with lawn furniture. Darned nice place for a sun bath, and look what a marvelous view of the river. Yes, it's all just a dream-house of two GI's, but someday, when this war is over, it will become a reality. The color schemes and final designs must wait until then, but they, too, will be Modern.

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I'm no engineer — you can bet a sugar cookie on that; but Hank and those two commandos we used to call "the twins" say the ideas I have for getting rid of the early morning traffic tie-up in our single bathroom would make a real engineer jealous.

The menfolks don't know it yet, but all these swell ideas came from Eljer's booklet, "Women tell us . . ." When I received my copy, it didn't take me ten minutes to find a lot of worth-while suggestions for making peace and quiet take the place of our usual bathroom traffic problem.

I know now that what we need is a moderately sized bathroom with two washstands instead of one, a recessed tub and shower with a solid grip rail, and above all, an entire room that is easy to keep clean. The fixtures you can be sure will be by Eljer.

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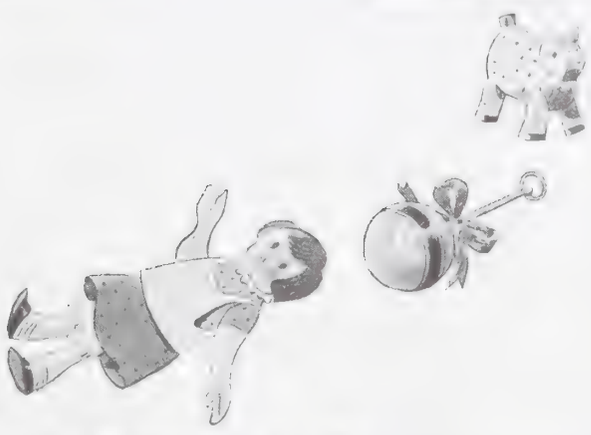
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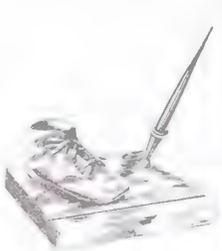
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CONTINUED FROM PAGE 59

be able to stand up under the fishy flavor of the pie, and can, if you want them to, behave with great dignity for everything else you serve in this late summer meal which is to act (you hope) like a kind of spiritual benzedrine to your moping heat-worn enthusiasms.

Meat, to my mind, is not meant for thunderheads. Fowl may be, but by August it grows tiresome: it is a spring thing, like the pascal lamb. And you have eaten salads until lettuce in a bowl induces nothing but ennui. Now is the time to ignore all these kindly standbys.

Here is the menu to pique his jaded appetite:

Portuguese Sardine Pie
Louis Martini Sylvaner or
Inglenook Traminer
Summer Corn Sweet Butter
Rolls
Louis Martini Mountain Zinfandel
or Inglenook Gamay
Fromage de Crême
Coffee

Portuguese Sardine Pie

(1. The hard way, but worth it)

1 pound fresh sardines (tinned will do)
¾ pound flour
¼ pound clarified beef fat
4 egg yolks
Ice water
Dash of salt and pepper, cayenne, nutmeg
½ pound lean pork
½ pound pork liver
2 whole eggs

Clean fish, scrape, cut off heads, and remove fillets. Mix flour, salt, suet. Add four egg yolks and enough water to make dough as for bread. Let stand a half hour in cool place. Grind pork and liver together until very fine, season, and put through sieve. Add one egg. Roll out half the dough very thin and line flat buttered tin. Pat half the meat into the shell, season the fillets, and lay on the meat, and then add the rest of the meat. Cover pie with other half of thin pastry, wetting the edges with egg white. Pierce the crust. Brush with egg yolk and water, and bake at 450° F. until crust is set, and then at 325° F. to finish (about 30 minutes). Serve very hot.

(2. The easy way, but also good)

Pie crust
½ pound tin devilled ham or smoked turkey paste
½ pound fine sardines in oil
Finely chopped chives, parsley
Salt (maybe), pepper, cayenne
1 egg, separated

Line flat shallow tin with pastry and spread half the ham or turkey over the shell. Lay sardines on this, sprinkle with herbs and the oil from the tin, season, and cover with rest of ham or turkey. Seal on a lid of thin pastry with egg white, pierce this crust, and brush with egg yolk and water. Bake at 450° F. until the crust is set, and then reduce to 325° F. for about 2 minutes. (This pie takes less time than Number One, since the meat in it is already cooked.) Serve very hot.

The next dish, which can be served artfully with a thing like fried chicken, is to my mind pleasure enough alone. It is delicate but sturdy, and will confound everyone by being as easy to digest as a three-minute egg, mainly because it is cooked for just about that length of time and is not combined with rich or acidic foods.

Summer Corn

12 ears fresh corn
12 tablespoons butter
½ to 1 cup finely chopped chives and parsley
Fresh-ground black pepper
Salt

Cook ears of corn four minutes in boiling water immediately after they are shucked. Score the large kernels at once, and cut the corn quickly into a hot casserole in which the butter is melted. Add herbs and seasoning, shake thoroughly, put in oven for two minutes, and serve. (If you wish, shred a red or green sweet pepper into the butter first—banal but nice.)

The recipe for Fromage de Crême has been tossed around for too many years for anyone to claim it, but it is safe always to say that it stems from the great Escoffier. Here is the basic rule for it, with a few unnecessary hints that a ripe Liederkranz will do very well indeed if it is mellowed down with its own weight in cream cheese, and that sometimes a little Minnesota Blue added with the butter is good, and so forth. The main idea is to keep it simple and to use ripe cheese and to beat it hard and then let it sit for several hours. Given that, anything goes.

Fromage de Crême

1 ripe Camembert or Brie
1 cupful (or more) dry white wine
Sweet butter equal to weight of cheese
Fine toast crumbs
Watercress

Remove crust from cheese and cover with white wine. Let stand overnight. Drain, whip the cheese until creamy, and add as much of the wine as possible. Cream the butter and beat into the cheese. Place in a mold and chill well overnight or for several hours. Dip mold in warm water, turn out on a cold plate, cover with fine toast crumbs, surround with watercress



Midwinter night's dream under Fieldcrest Celamar

The balmy climate under a Celamar is quite likely to waft you away in dreams this Winter to a sun-steeped land, with the war over and your serviceman back home. For the lustrous, deep-napped blend of 50% Celanese Lanese* spun rayon, 25% wool and 25% cotton creates a blanket of remarkable warmth and endurance, priced at about $6.95—well within a wartime economy budget.

P. S. The best and quickest way to make that dream come true is to BUY WAR BONDS REGULARLY!

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EQUAL RIGHTS FOR HOMEOWNERS

CONTINUED FROM PAGE 43

That is 29¢ of every dollar paid in house rent, 14¢ of every dollar paid in apartment rent.

When I bought my own home in 1923, for the first time in my life I became conscious of taxes. Call it coincidence, but it was not long afterward that I began to take part in local political activities. The desire to keep in touch with the government that was mine, that I was helping to support, was born after I became a homeowner.

FORTUNATELY not every homeowner has the desire to be Police Commissioner, as I did, nor to run for Congress. But taking part in all local activities is the duty and the privilege of citizens. When you have a stake in the community in which you live, you are more apt to do this—to the advantage not only of yourself and your family, but of the whole body politic.

There are personal advantages to homeownership as well. Continuity of background for growing children—their sense of having roots, of belonging—is extremely important for healthy development. Lasting friendships; opportunity for growing with a neighborhoo a town, a county; continuous cul vation of a garden whose joy is growth from year to year—a hu dred personal pleasures and fulfi ments come with living in your ow house, rather than wandering fr house to house through the yea

Passage of H.R. 3886 is but small step in the relief of hon owning taxpayers. Men in gover ment today have become accu tomed to dealing with "big" thing big armies, big navies, big figur in governmental budgets. Yet it the sum of little things—intima good things making for sou character and thus a sound nati —which count for most in the lo run. If the Federal governme were to remit to homeowners the depreciation allowance, it wou mean encouragement to them in t sometimes difficult task of mai taining their homes—and encou agement to those who have not y dared to buy homes.

For the man with a $10.0 house, the depreciation allowan would mean approximately $70 year less to pay in Federal incom

(*Continued on page* 80)



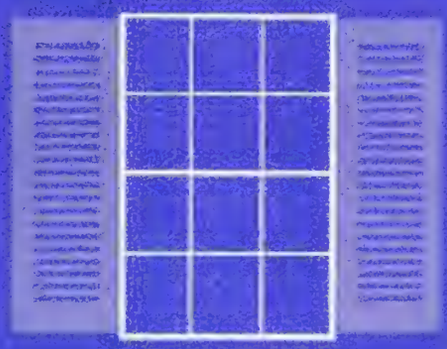
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It's hot, but baby sleeps with ease . . .
He's cooled by air like a mountain breeze!



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YOUR KITCHEN will be cool and clean . . . with a new Certified Performance Gas range that would make any cook a good cook . . . that's fast and efficient . . . saves food values, and hours of work. And a silent Gas refrigerator that keeps all kinds of food fresh longer . . . saves you hours of marketing.

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As much hot water as one wishes!

UPSTAIRS AND DOWNSTAIRS your silent servant Gas brings you gallons of hot water whenever you want it—wherever you want it . . . making all your housework easier!



. . . *This is the house that Gas runs!*

OMORROW, yours can be one of the millions of American families who will live happily ver after in a house that runs by Gas . . . who will be benefited by the unceasing esearch carried on in the great laboratories of the Gas industry.

ODAY, Gas speeds war production. Use it wisely. But tomorrow . . . thanks to the miraculous ame that *cools as well as heats*—there'll be amazing things in store for you. Speed he day—by putting every cent you can into War Bonds! AMERICAN GAS ASSOCIATION

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TODAY, as for the past two years, the Freed-Eisemann organization is pouring its genius, skill and toil into the production of complex radio devices for military use. Tomorrow these same men and women will create again for you the finest in radio-phonographs. Today the weapon—tomorrow the song.

Even the great pre-war Freed-Eisemann, acclaimed by leading musical artists and famous decorators, will be surpassed by the new instruments we are planning to give you.

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WHEN YOU BUY YOUR POST-WAR
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EQUAL RIGHTS FOR HOMEOWNERS

CONTINUED FROM PAGE 78

taxes. In twenty years that is $1400—enough money with which to buy lots of war bonds, to put in two extra bathrooms or buy two rooms full of new furniture, enough to build a little garden house. You can think of any number of improvements $1400 will buy after the war. And, perhaps most important of all, the recognition by your Federal government of the rights of owners, who live in their houses, to participate in national taxation on an equal basis with landlords, would create confidence and a sense of well-being as a citizen.

I own a house in Kearny, N. J., on which I am paying taxes and on which I have not been allowed deductions for deterioration, although for many years my family has been living on a farm in Hunterdon County. A friend of mine, whose family also was living elsewhere, rented his house, furnished, for $50 a month, the first year out of five his family has not used the house. He did it because he was glad to have the premises occupied and the $50 a month about paid his local taxes for that year. He no more regards his house a means of livelihood than I do. because it was rented, *for one y* he has been able ever since deduct 3% for deterioration f his gross income on Federal returns. I did not rent my ho because I did not know exa when I was going to bring family back to it, and no con ient friend came along to ask it. We are in exactly the s position—except on Uncle Sa income tax forms. Is that fair?

WHAT would the passage of bill mean to the Federal gov ment itself? The value of ow occupied houses in the Uni States is about $46,000,000,0 three per cent of that is about 330,000,000. Figuring income ta at 23%, that would mean $3 400,000 a year lost to the Fed treasury. This is a trifling sum a budget which last year amoun to $20,000,000,000—still more dling when compared with the justice it eliminates.

If then, as homeowners, you being discriminated against. w

(*Continued on page* 82)

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for your bath and Eau de Toilette to splash on
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BUY UNITED STATES WAR BONDS AND STAMPS

WINES BOTTLED AT THE WINERY

EQUAL RIGHTS FOR HOMEOWNERS

CONTINUED FROM PAGE 80

can you do to have the wrong righted? First, of course, write to your Congressman in support of the bill now in the House Committee of Ways and Means. Congressmen seldom hear from homeowners, as such. It is a strange paradox that homeowners, lumping as large as they do numerically and representing all classes, faiths, social levels, and political creeds, never have had a national organization to speak for them—as do farmers, laborers, manufacturers, and the like. Several weak attempts to form a national group have been made in the past, but without success.

IT TAKES vision to see beyond the local tax bill on your home to the broader principles and national interests of homeowners as a group. I dare say if you were to go out into the street and ask every passerby what he or she knows about taxes, you would not find one in twenty who knew the local tax rate, much less the fact that there is discrimination in the national income tax regulations. Why? Human lethargy, I imagine. But it is a fact that most of us have avoided any prolonged study of the second of the two inevitables: death and taxes.

Yes, write to your Congressman in support of this simple bill which will save you a small sum each year and which will encourage some of those more than 19,000,000 families who are renters to join your ranks. But don't stop there. Get the subject discussed at meetings of your local clubs: women's clubs, church groups, Kiwanis, Rotary, Lions, Board of Trade, and the host of other active and influential organizations in your town. It is remarkable how little opposition to the idea there is, once the idea is presented.

Then, if you have a local tax association, join it. These groups, sometimes called Civic Improvement Associations or Neighborhood Associations, are logical ones to take up the matter. Their activities have, up to now, been concerned mostly with local tax matters, and in this field they are serving an excellent purpose. But because of the connection of all real estate tax matters, such local groups—and the State Associations which exist in some places—are well suited as platforms for the idea behind H.R. Bill 3886.



Summer heat gives you a receptiv thirst all right, but it's the mag touch of your professional barma or your equally skillful host, th raises the summer drink to sublim and cooling heights.

And either of them would te you much of that magic is in know ing exactly how, when and whe to use Angostura Bitters.

They know how Angostura di fuses its aromatic magic throughou the drink, transforming it into a syn phony of taste, body and bouque

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he day may come when a na-
al homeowners' association is
ossibility. I hope so. I am
T to hear the voices of the
e than 15,000,000 families who
a stake in this country
ugh their ownership of a part
he community in which they
They represent America, the
e of individuals who can really
se their government, change it,
keep it healthy, influence it for the benefit of the majority without discrimination of the minorities. Through their votes and their taxes, the people of the United States perpetuate this government of the people, by the people, and for the people—and it is up to them, by their own efforts, to see that in no tiny instance do its principles of fair play perish from the earth.

DEAR E. G.

CONTINUED FROM PAGE 39

s five. 7) Hat box 8) etc., etc.
ventually the bank sends us a
e little note reminding us that
account is getting a bit low.
scuss this with my wife. She
s me to her hat box and sud-
y there are dollar signs be-
my eyes. Look at all the money
has "saved"! I point out with
irable control that it isn't
tly saving if she continues to
more money from the bank
she needs. Soon Helen is
ally wounded at my lack of
reciation. Never again is she
g to try to economize, etc. The
er I am exposed to feminine
the more I find myself won-
ng about the wisdom of giving
dear ladies the vote.

Then there is the matter of Helen's social conscience. I marvel at this too. It is as wide as Route 66 and not so deep as a well. My wife loves people. On any given night I can wend my way home from the war to find our apartment—all one room of it—peopled with strange faces. One night it's the local Democratic Committee wall-papering the room with campaign posters and putting through frantic phone calls to recalcitrant voters. Another night it's two red-headed modern ballet dancers Helen found in a record shop and brought home with her because they had no victrola, no place to practice, and great talent—great

(*Continued on next page*)



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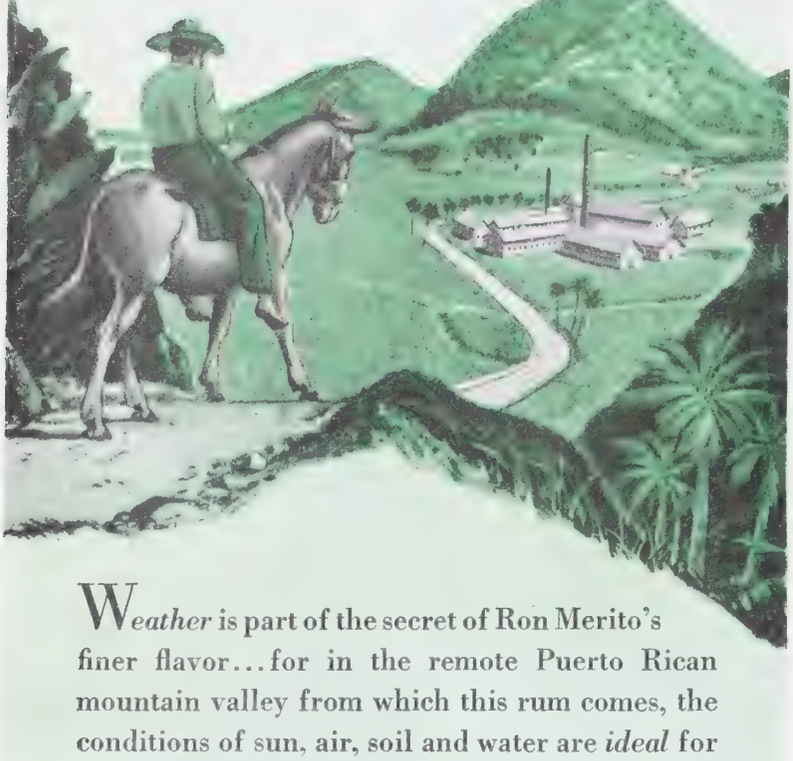
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CONTINUED FROM PRECEDING PAGE

talent. "Can young art be consigned to oblivion?" she said to my raised eyebrow, "for lack of a place to practice?" We ate our lamb chops between entrechats, bumps, and grinds. On the third night, fortunately, the landlady came to my aid.

These are the transients. At least they come and go. It's the regulars that really hurt—the elderly female hitch-hiker Helen picked up one day and who has been dropping around ever since to discuss the Russian situation, just around dinner-time; the hack writer across the hall who uses us as his proving grounds for his odes in Basic English; Whiskey, the scotty, and his girl friend, Gertrude, the police dog, from opposite ends of the block, who knock on our door nightly for dessert and coffee.

Am I the one to blast this fine, fresh enthusiasm, these sterling ideals? You bet I am—if I only knew how. I am not a complaining man, Elizabeth. All I ask is my dinner, my wife, and a small amount of privacy.

PUT your foot down, you say? It's like putting your foot down on a small, rosy cloud. All you do is lose track of your foot. Of course, Helen will tell you that she wants to be dominated. She maintains loudly that she couldn't stand a man who didn't make her decisions, lead her around by the nose, and push her face in occasionally. But try to do it.

Trying was what led to the founding of the Mutual Resentment Society. This society meets monthly—we are its sole and charter members—for the prime purpose of telling each other off. Complaints can be registered only at the time of the meetings. This gives us a chance to let off steam and insures the rest of the month being complaint-free. We recommend it highly. However, a couple we know tried it and haven't spoken since—to us or to each other. Maybe it all depends on your blood type.

Helen just looked over my shoulder, dripping wet socks down my back, and says I've forfeited my turn at next month's M. R. S. meeting on the grounds that I've let off two months' worth of steam herein. At least I have had a public hearing and once again I can look my friends in the eye.

I thank you from the bottom of my ego.

Gratefully,

David



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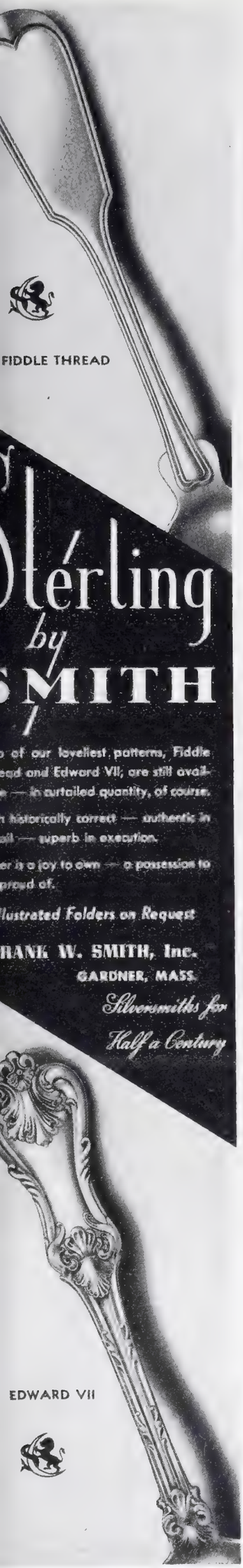
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POSTWAR DREAM WORLD

CONTINUED FROM PAGE 48

ancient Rome. When this mauled-over style was finally shipped to its burying place in America, it was, of course, a copy of a copy of a copy. But you can't beat rigor mortis in architecture any more than you can in anything else.

IT WOULD be interesting to know just *what* millions of American men and women are really thinking about postwar houses. As far as one can tell, they are supposed to visualize three possibilities:

The first is the pseudo-plastic, magnesium, high-sheen, prefabricated gadgetry house, which is becoming synonymous with everything in architecture and furniture, known vaguely as Modern.

The second desirable possibility they visualize is, of course, the old stand-by—a "period house," which could mean anything ranging from a cute, cuddly Cape Cod cottage to a porticoed, shuttered mansion, usually labeled Georgian.

Between these two extremes is a vast architectural no-man's (and no woman's) land, filled with the heterogeneous assortment of houses and interiors that fluctuate between either "period" or "modern," are a bastard combination of both.

In the postwar world, then, supposedly there will be three groups offering their wares to a war-bond-rich public. The prefabricated tycoon-industrial designer group; the interior decorator-period architect-antique dealer group; and the organdy curtains - Victorian knick-knack-Grand Rapids reproduction-women's magazine-department store group. You cash your war bonds and you take your choice!

There is, of course, a *fourth* choice, but how it can be organized, and how the American public can be given the information that will explain its untold value, I do not know. It is a herculean undertaking, obviously beyond the medium of the stab I might make at it.

This is the way I see the fourth choice: For a long time now (it might be eighty years—it might be more), there has been slowly evolving in America a new type of architecture—a new type of house—a new conception of the relationship of man and the buildings in which he works and lives. Historians of this new conception have placed its exact origins in America. They are convinced that its beginnings are American because the very nature of this new approach to

(*Continued on next page*)



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CONTINUED FROM PRECEDING PAGE

architecture could *only* be evolved by a democratic people.

America now has a unique heritage of a unique architecture—a heritage that has already become the envy of all the architectural world—and it is high time that the American public realized it. They should be as proud of this great heritage as they are proud of the Declaration of Independence. It is the first truly democratic architecture the world has known, conceived by Americans, given to the world by Americans, really only truly understood by Americans.

All the so-called modern architecture, by the way, that has recently come from Finland, France, Sweden, and the German Bauhaus is only a European derivation of this great original American conception.

To understand this new democratic architecture (and the sooner we get the hang of it the better), we must understand the thinking of the two great architects whose names are now forever identified with it—Louis Sullivan and Frank Lloyd Wright. (Sullivan was born in 1856, and at thirty he had begun to evolve his ideas about making architecture democratic.)

IN ALL the writings in which these two men express their philosophy about architecture, we see above all else a passionate desire to make architecture democratic. Since, in the terms of democratic belief, men were born equal, then, said Sullivan and Wright, there must be an architecture which all men can share equally. Sullivan and Wright were the first thinkers in architecture to realize that in the feudal world of Europe (which America had repudiated), men did *not* have equal rights in architecture. In feudal Europe, architecture was thought—by those who created it—to reach its highest and most perfect expression in the buildings which were the largest, the most elaborate, and the most costly. This thinking was perfectly natural, since it was also the unquestioned belief in feudal Europe that the people who inhabited these buildings—the monarchy and the ruling hierarchy—were also the highest and most perfect forms of human development. Under these conditions, the mass of supposedly inferior people could only partake of this architecture in inferior, less costly, and less elaborate forms. Architecture under these conditions became a weapon in the hands

(*Continued on page* 88)

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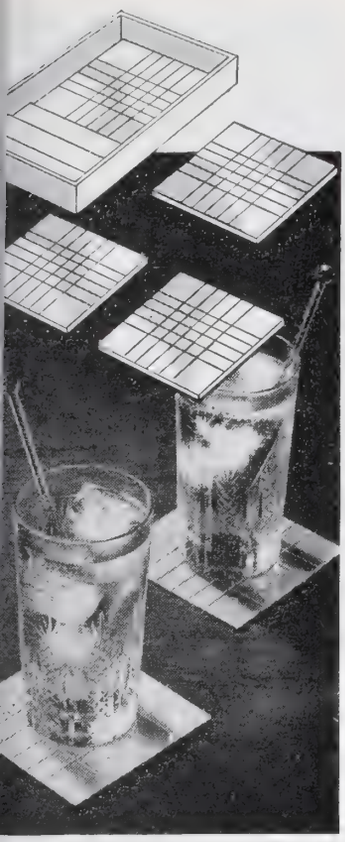


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The LOG of the Practical Gardener

Come August, you learn just how good a gardener you are

ONE measure of a gardener is the number of flowers besides Phlox he has blooming in his borders this month. Weeds don't count.

This summer I'm conducting what you might call a mulch test with my roses. Part of the beds are mulched with shredded redwood bark, part with tobacco stems, part peat. Report later.

Speaking of roses, don't feed them after the first of this month. If you do, they're likely to make too many "white" roots later in the fall which winter may damage excessively. Five months of bloom are enough, anyway!

Weeds are supposed to be a minor problem by this time. Maybe so, but those that have escaped earlier slaughter will be grandfathers now, tough, ornery, and hungry. Get 'em out!

Never let up on your cucumber dusting until the last fruit is picked. Otherwise it won't be worth picking. It's the disease the insects carry, rather than what they eat, that counts.

You can start planting your early leaf lettuces again now and, a bit later, the small-heading Mignonette, which can be matured in the cold frame.

Make sure drought doesn't cut your tomato yield this month. Keep the roots cool and moist (mulch and water will do it). Trouble with drought damage, it's done before you realize it.

You can start dividing all irises now (except the bulbous types) setting firmly with the roots well down and the rhizomes covered. Cut back foliage; keep moist for good rooting.

Are you going to do yourself proud at your local garden show this fall? It's a harmless form of garden bragging and aiming for it will help keep your whole garden up to scratch.

When canning begins to get you down, and you feel sure you never want to see a bean or a tomato again, consider next March, when you may be wondering *if* you'll ever see them again!

They said last winter Victory gardeners were slacking. You can't prove it by me, nor most of my neighbors, but this winter will show whether erstwhile hoe wielders were on the job.

Those who have sown the wind are reaping the whirlwind now, but gardeners sow and reap the same familiar crops for the same better-and-better harvest. That's gardening. R. B.



Authorities agree that fall, during cool autumn weather, is the most perfect grass-growing time. So, if you feed your lawn with Vigoro now . . . reseed the bare spots with good grass seed, you'll have a thick, velvety smooth grass carpet this fall and in the spring.

Now's the ideal time for making new lawns

Weed germination is low in fall . . . moisture conditions are the most uniform of any season. It's the ideal combination for establishing a thick, beautiful lawn that's thriving and weed-free.

But to be sure your new lawn will have every advantage the fall season affords, apply VIGORO BEFORE YOU PLANT THE SEED. This complete plant food supplies grass with all of the many different plant food elements required from the soil for finest growth of both blades and roots. It helps your new lawn get established soundly before freezing weather sets in.

Make the most of this ideal season for lawn care by putting in new lawns where needed and feeding all of your established lawn area a square meal of VIGORO. You'll marvel at the difference a complete plant food makes.



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And for more nutritious *vegetables* — greater yield — finer flavor — get *Vigoro Victory Garden Fertilizer.*

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"—and he had to make blankets for the Army and Navy in his time, too!"

Virgie Wooley sniffled. "Oh, I know it," she said, "I just wish I had more of my lovely Nashua Virgin Wool Blankets for my civilian public."

"Now, now, you just go right on about your war orders, there's a lamb!" comforted Mrs. Panda. "After all, you are making some blankets for the public this season."

* * *

If your present blankets are completely worn out, or if you want to give an especially appropriate wedding gift, ask for Nashua Virgin Wool Blankets at the better stores. We are spreading each month's limited output as fairly as we can to give each store a few.

Otherwise, put your money into War Bonds and buy Nashua Virgin Wool Blankets later.

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POSTWAR DREAM WORLD

CONTINUED FROM PAGE 86

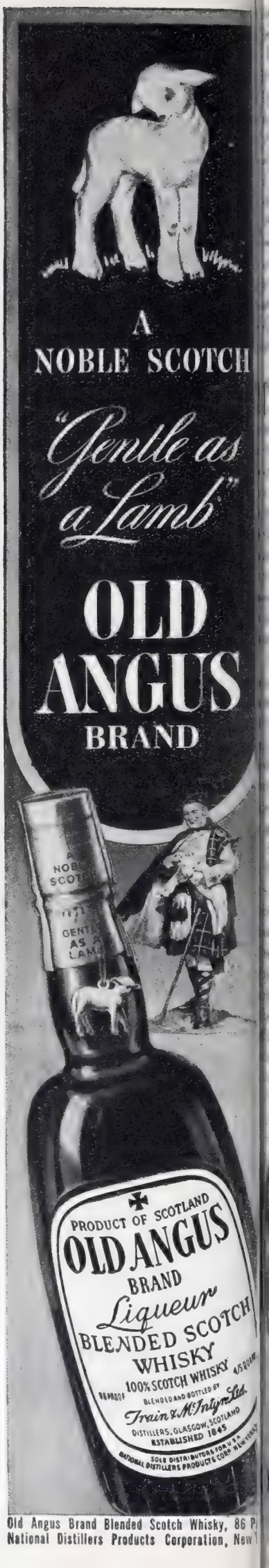
of those who ruled; since it glorified them, and induced a feeling of inferiority in those they wished to suppress. This use of architecture as propaganda for a ruling minority could obviously not endure in a democratic country, and it was the dream of Sullivan and Wright to wipe out all traces of it.

They defined democratic architecture (and proved their definition in actual buildings) as being of such a nature that regardless of how large or how small buildings might be, if in their construction and materials they partook of the same honestly, then all had an equal architectural value and equal aesthetic merit. In other words, you had the Joneses just where you wanted them. They were no better and no worse than you were.

This striking new concept—that architecture should be available and shared equally by all—has been achieved. It *is* a reality, waiting only for the people of America, and indeed the world, to avail themselves of it.

ANYONE who has made a point of studying the contemporary houses that were being built so abundantly in California and Texas and in the Middle West, by the younger followers of Wright and Sullivan, must have been keenly aware that such houses mark clearly the end of an era of imported architecture and the beginning of a great future for American homebuilding. It was very clear to those who were watching and waiting for it that these contemporary houses, with their simple clear lines and broad sunlit windows and well planned, uncluttered interiors, have their very being in the democratic beliefs of the Americans who created them. This new concept of houses is one more phase of the coming of age of a people who have grown beyond the old feudal architecture of Europe and Colonial America.

The people of America owe a profound debt of gratitude to the pioneers who have paved the way for all this—pioneers like Louis Sullivan and Frank Lloyd Wright, and their younger followers. It is easy now to see the road that lies so clearly ahead. But fifty years ago these men were alone, battling to give democracy its birthright in architecture, while few heard their voices, and all went instead to spend their money in the architectural bazaars of London, Paris,



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me. and Madrid, and with their ciples in New York.

Let no one think the struggle se pioneers began is now over. ne, there is the postwar world ad with its unparalleled opportity; and true, there is a young l eager generation filled with the desires and hopes that go h youth. But side by side with s, as always, stalk the old reacary forces, preaching their -old belief in the worship of past—preaching their age-old red of change and progress—ile they cling to their time-worn t of snobbery and timidity.

HESE old reactionary forces will not vanish overnight. We will unubtedly see them working with ewed vigor in the postwar rld. We must prepare ourselves combat them *now*. We must h do our part to understand at the contemporary American hitects and designers are trying do; and in the light of our derstanding, we must do all in power to support and encourthem.

believe the people of America hungry for *honest* information ut American houses. This inmation exists, and I believe that en this information, the people l willingly reject the pseudodernistic; the frilly "antique-d" iod house; and the reproducns of a dead and gone era.

'ads have no place in houses and niture, and the proof of this can seen in the futility and cost of porting fashionable European ique miscellania over the last decades. It has cost at least a ion dollars and proved nothing, ept that Americans have (or l) an inferiority complex about ropean culture. Unfortunately s inferiority complex was not y limited to the antique culture Europe, because America also ored (through lack of valid information) its own great tradition of contemporary democratic architecture. It was not until the work of Sullivan and Wright was taken up in Holland and Germany and France, caricatured, distorted, and served back across the Atlantic, that America became aware of so-called "modern" architecture. It is from these European sources that all the grotesque "modernistic" rubbish in America has come, and this is the final folly that America has had to pay for in its worship of the myth of European "culture."

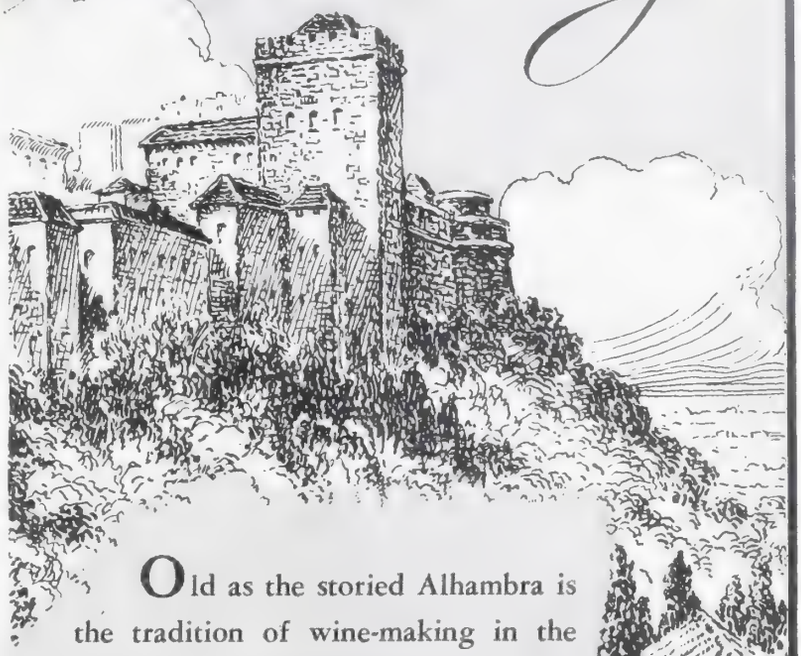
Somehow the contemporary architects and designers of America have got to have a sit-down with the American housewife. They have got to tell her in plain horse-sense language, first, that they want to give her a home—a comfortable home that she and her children will enjoy; and then they have to tell her that they are going to make it easy for her to run that home—easier than it has ever been for any housewife since houses were built. The American housewife is going to be offered a new kind of luxury. Instead of buying a lighting fixture, she will buy light; instead of buying a mantelpiece, she will buy heat; instead of buying draperies, she will buy daylight; instead of buying furniture, she will buy planned space.

CONTEMPORARY architecture is also contemporary housekeeping. This is what the contemporary architects have been trying to make the American woman appreciate.

The postwar period will be the first great opportunity to show the world that America understands, respects, and is worthy of its own great heritage in democratic architecture. This is an important part of our responsibility to the armed forces, who have the right to expect that progress on the home front will be one of the rewards awaiting them on their homecoming.



Like the Alhambra, these wines date back to the 13th Century



Old as the storied Alhambra is the tradition of wine-making in the family of the Marques del Merito. Today, as for seven long centuries, Merito wines are recognized as the flower of the vintner's art. Favored abroad by princes and peers, they are now equally respected here in America by those who love truly fine wines. Ask for Merito Sherry, imported from Spain, or Merito Port, from Portugal, when you buy wine.

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COULD YOU AFFORD TO BE SUED?

CONTINUED FROM PAGE 38

accidents do happen, the insurance company relieves you of financial responsibility.

One important feature of this form of insurance is that it protects you whether or not negligence on your part can be proved. It is quite possible that an unjustified claim against you may be presented. For example, a guest in your house faints in the bathroom, falls, and seriously injures herself. She sues you. The fact that you are not liable, because her accident was not your fault, will win you the case. But you will have had the nuisance of court proceedings plus the expense of engaging a lawyer. With personal liability insurance, the insurance company takes care of all costs, provides you with a lawyer, and you relax.

IT IS a good idea, however, to have an endorsement added to your basis personal liability policy that will provide payment of medical expenses caused by anything for which you are not legally liable, but for which you feel a moral obligation. Then, with this added protection, when your friend faints in the bathroom, your policy will provide for her medical care up to $250 or whatever the limit happens to be. This is similar to accident insurance, and the additional cost is nominal.

An insurance policy is built up of different layers of protection, and your agent will decide how broad a policy you need to give you complete protection for your own special circumstances. For instance, he will find out how much property you own. Even front sidewalks and cemetery plots are your responsibility. He will find out about your animals, your servants, your boats, and what sports the family goes in for. Incidentally, the insurance protection provide you in the event of accidents ha pening to servants while in yo employ is dependent upon wh state you live in. In some state such as New Jersey and Californi domestic employees are taken ca of by Workman's Compensatio Laws. Otherwise, you are held d rectly responsible for any inju to them, caused through negligen on your part. After your agent h thoroughly quizzed you, the resu of his findings will then be writte into your policy, and you nee never lose sleep about all the awf things that might happen to yo

In the past, it has been nece sary to have several different pol cies in order to insure yourse against the various phases of li bility. Today a comprehensive pe sonal liability policy simplifi everything for you without sacr ficing one whit the protection offers. This type of policy, for flat premium, covers the liabilit of the family for the residenc personal activities, sports, etc., ma even cover liability to domestic In its basic coverage, even medic payments, mentioned above, are i some cases included for servants a well as guests.

THE cost of this kind of prote tion is surprisingly reasonabl Prices vary, of course, dependin upon individual needs and th amount of property owned. But would be a safe estimate to sa that the average family with on residence, children, a servant, dog, etc., could have protection u to $10,000 per accident for $15 year. Even if it means one dres fewer per year, this is an inves ment well worth looking into. Th potential headaches it can sav you would fill a medicine ches with aspirin bottles.

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WHEN MEN CHOOSE MUSIC

CONTINUED FROM PAGE 69

This Armed Forces Radio Service, then, started out to supply entertainment to far-away soldiers. They, therefore, embarked on a rather thorough survey to find out what the soldiers pick and choose.

Now the first question was: *Do* soldiers want music as part of their entertainment? And second, what kind of music do they want?

And here we come across surprising facts. First, the soldiers definitely want music and want it very much. The A.F.R.S. can show you about two thousand soldiers' letters a month requesting music. The music they want is recorded here; then the records are sent abroad—of course, together with records of other entertainment, with Bob Hope and Crosby and Archie and such excellent special soldiers' programs as "Command Performance." Abroad, the records are used in two ways. When the expeditionary force is large enough, a radio station is set up from which these programs are then broadcast.

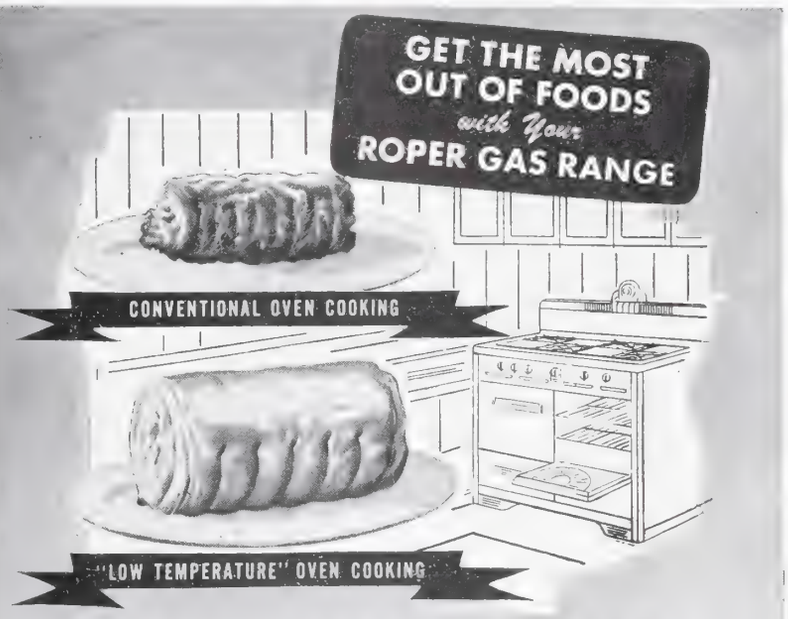
But there are many places where radio cannot be received and where troop concentrations do not justify complete stations. To these outposts turntables were sent. So much for the method.

Now—what kind of music? Here expressed in figures is what the soldiers ask for:

Popular Music	38.3%
Western or Hillbilly Music	4.8%
Light Concert Music	10.8%
Classical Music	8.1%
No Musical Requests	38.0%
	100.0%

One has to interpret these figures rightly and realistically. You have to think of them in terms of huge crowds, in terms of the entire population of many cities and villages and farms. And such a population would, of course, include a *lot* of individuals who have had little or no opportunity of hearing any kind of music. Yet you see that 8% of all of our soldiers want serious music, and if you add what they call the "light concert" category, *you have 19% of our armed forces casting their*

(*Continued on next page*)



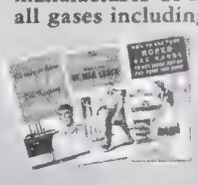
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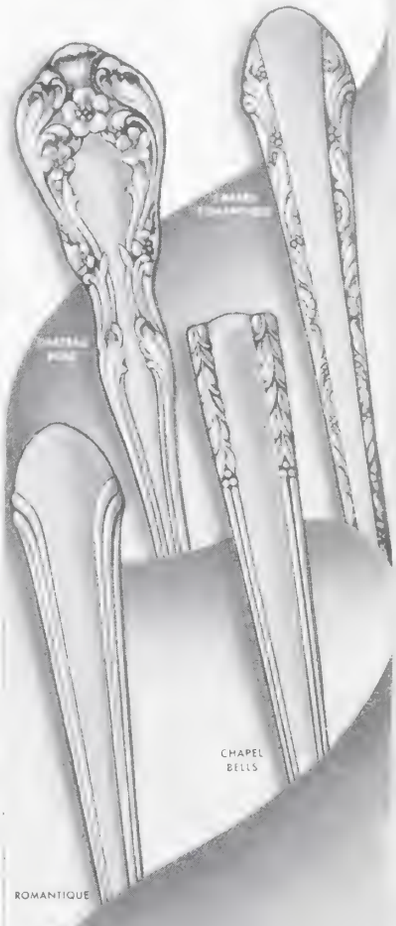
One folder tells about lunch packing. Another provides a simple presentation on good nutrition. The third points out how to use your gas range to greatest advantage.

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CONTINUED FROM PRECEDING PAGE

votes for some kind of good music!

And now—to come to the question with which we started out—what pieces are the favorites? Under the heading of light concert music, the most popular selections are:

1. Strauss waltzes.
2. Music by Victor Herbert.
3. Gilbert and Sullivan.

That seems natural. Much more surprising are the classical choices. Here are the most popular.

Rimsky-Korsakoff: *Scheherezade*
Ponchielli: *The Dance of the Hours*
Rimsky-Korsakoff: *The Bumblebee*
Debussy: *Clair de lune*
Beethoven: *Eroica* Symphony No. 3
Wagner: *Song to the Evening Star*
Stravinsky: *Firebird Suite*
Dvorak: *Symphony from the New World*

Surely a remarkable selection! Notice while it does include the hackneyed *Bumblebee*, which has been buzzing around too long and too frequently, it also includes two complete symphonies. One, the Dvorak symphony, is a piece of music for which we as Americans very properly have a special affection. It is the bread-and-butter letter which Dvorak wrote as a tribute to this country when he had made a visit here. The other symphony is perhaps the greatest single piece of music ever written, the most wonderful of all symphonies, an immense work not to be measured or understood at one hearing. You find among the eight favorites a work by Stravinsky, who only a few years ago was the Peck's Bad Boy of music and would have been considered too modern for popular consumption.

The result of the demand for good music is that the A.F.R.S. now produce a special program entirely made up of classical music. This program is called "Great Music," has Walter Huston as the commentator, and employs our leading artists. In some of the recent programs Marian Anderson, Iturbi, and Menuhin have played.

Imagine, then, this music going out to a place like Iran, "the hottest spot in the world, where American soldiers work through temperatures of 160 and 170 degrees, where labels fall off records, where records are warped, where pick-up arms of turntables become too hot to touch without gloves." It is a great tribute to music—and to those who listen to it! And, even if we can make no learned conclusions as to *what* men like in music, we can conclude that they *do* like it.



TODAY, like all Americans, we're doing our share for the armed forces. TOMORROW, we will again be making your dreams come true—dreams of a more beautiful, more modern, more efficient kitchen.



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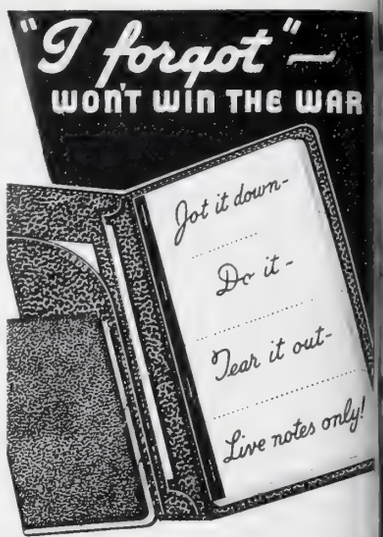


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SHOULD MEN DO HOUSEWORK?

CONTINUED FROM PAGE 60

ram housework down a man's throat or insist that he avoid it like the plague.

Women don't seem to realize that carping and destructive criticism have ruined many a budding culinary artist and efficient household helper. Many a husband is kitchen-shy today because in the early years of his marriage, he broke a few plates, a few plates his wife has never tired telling the whole neighborhood about.

One of the smartest women I know has an arrangement with her husband whereby he makes the beds on Mondays, Wednesdays, and Fridays and she on all other days. She suggested it as a kind of community project back in the initial weeks of their wedded bliss, when both were working. It appealed to his sense of fairness, and he accepted it and continues to do it.

ANOTHER shrewd housewife, in an attempt to make cooking attractive to her husband, suggested that he teach their daughter how to bake. "You always say," she insisted, "that girls should be taught how to cook by men, because it's men they're going to have to please. How about teaching Emily so she can get a husband some day?"

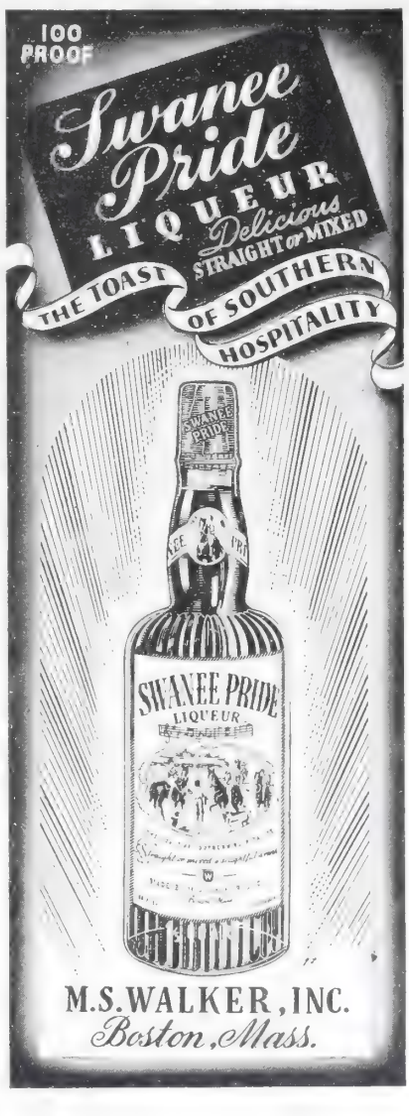
The father, who had gone to the Army's Cooks and Bakers School during the last war, started to instruct his daughter, and soon after entered local community baking contests which he won.

If a woman employs common sense and imagination, she can make housework attractive to practically any man. My sister gets my brother-in-law to vacuum the rugs by offering to help him wash the car. My wife gets me to clean the silver by claiming that I do it far better than she does.

Now, oddly enough, despite what women say, most men do not mind doing housework providing (1) the job is presented to them properly; (2) they are not taken advantage of, ridiculed, or "ridden."

We men are no fools. It may have taken the war to do it, but we are getting around to realizing that a bit of housework makes us more resourceful, more helpful, and leads to a more complete marriage—but still we like to gripe about it. So please don't deny us this pleasurable privilege! It is our inalienable masculine right, and, after taxes this year, it's all we have left.







Recipe For a Beautiful Lawn ..Fall Sowing with Scotts



Take an average lawn . . . rake it vigorously . . . apply Scott's Turf Builder and then re-seed with Scotts. Time? Late summer or early fall. Then watch it develop into beautiful weedfree turf.

This recipe was followed by Mr. Everett McMillan of Hammond, Ind., who writes "My Scott Lawn, in contrast to others, is a beautiful green and weedfree. Everyone admires it." Plan now to have a sparkling green Scott Lawn . . . but first send for a FREE 2 year subscription to Lawn Care. It's a lawn advisory service chock-full of beautifying recipes for amateurs. Just send a post card to . . .

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ARE YOU MAN OR MOUSE?

CONTINUED FROM PAGE 37

The first step is known as Taking an Interest.

This can begin by your swearing there isn't a lamp in the house designed to give enough light to read a paper by. Or it can take the more delicate form of realizing that the lady of the house buys the wrong lamp because she has not had the benefit of your vast knowledge and experience. This emotion can be quite satisfying. From there you can go on to pity her ignorance of what constitutes an adequate ashtray.

Next thing, you're noticing other people's houses and wondering why yours never looks as nice as theirs. You are also looking in furniture store windows and pretty soon you get to looking at those home decoration magazines. It may even begin to dawn on you why that art object you brought home from your trip to St. Louis stays on the top shelf in the back hall closet.

Any day now, you'll be inside those stores, fingering things. You find out that carpeting is basic before any plan can take shape. Along about this time you quite logically start noticing color and pattern, and that gets you right into the drapery material department. And when it's time to set the stage for a complete overhaul, your comments on he-man colors in carpets and draperies ought to bear fruit. You may get them in hues subdued to a woman's taste, but you get what you want, roughly speaking. You even concede that decorators are specialists with tremendous knowledge in their field.

AFTER these years of argument about plain plaster walls above the chair rail in the dining room, you begin to see that the sample of paper, which has been lying carelessly across one of the dining room chairs for weeks, *would* add charm to bleakness.

Finally it is finished. You are beginning to wonder who won. You got what you started out for—a good easy chair, a decent lamp, and a big ashtray, and the bedroom has stopped looking like a girls' dormitory. But you also got that fine wall-to-wall carpeting, acres of chintz, and a slight crimp in what passes for your bank account. You got something else, too. You haven't known pride until you get this experience under your belt. The only way to make a home is to have a part in it.

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THE MAN BEHIND THE HOE

CONTINUED FROM PAGE 27

nd can report almost com- uccess. Beans, peas, chard, , beet greens, even summer turned out well. Cauliflower erb. Florence fennel seemed tender and pungent than ooked fresh. And corn-on- , though we would never it for the "fresh-broke" , was delicate and sweet, all expectations. Getting les ready for freezing is out as much work as dan- em, but there is no ques- at with a number of vege- the results are superior.

e things to plant in August: , endive, radishes, late kohl- ustard, dandelions. The last- will bear next year. Fall will produce your canning zing crop more advantage- han spring spinach.

insect pests to watch for, e treatment to give them: rworm (mineral oil injected silk), European corn borer nife), squash bugs and to- orn worm (hand picking), on cabbages and Brussels (rotenone), late Mexican eetles (more rotenone).

Potatoes in areas where the late blight is prevalent should be sprayed weekly with Bordeaux mixture. If you have been troubled with corn borers in the stalks, continue to add the calcium arsenate which cleaned out the potato bugs a month or two ago. If aphids show up, add nicotine sulfate as well. The last few weeks of summer growth are what make potatoes "size up."

It may be too late to plant beets in August, but sow a row or two of left-over seeds quite thickly to provide you with delicious autumn greens. . . . As your Brussels sprouts begin to form in the axils of the lower leaves, snap these same leaves off to make room for the sprouts to swell.

Toward the end of this month gaps will begin to show in your garden — rows which have been harvested and which it is now too late to replant. As these occur, work over the top soil and sow with winter rye or with rye and winter vetch. Scratch the seed in about an inch deep. Thus you will discourage fall weeds and provide green manure for next year.



Exquisitely waved and crinkled, all the choicest colors mixed, many gayly blotched.

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Special—to see how much bigger and better Pansies you can have, write today for a full-size 35c-Packet of Burpee's Giant Fancy Pansy seeds, *absolutely free*, with easy directions for planting and care (send stamp for postage). With this Burpee Blend you can grow vigorous plants with giant long-stemmed flowers, almost twice as large as the picture. Glorious in the border, exquisite for cutting, all summer and fall. Send name and address today for your 35c-pkt. of seeds free —*enclose stamp for postage.*

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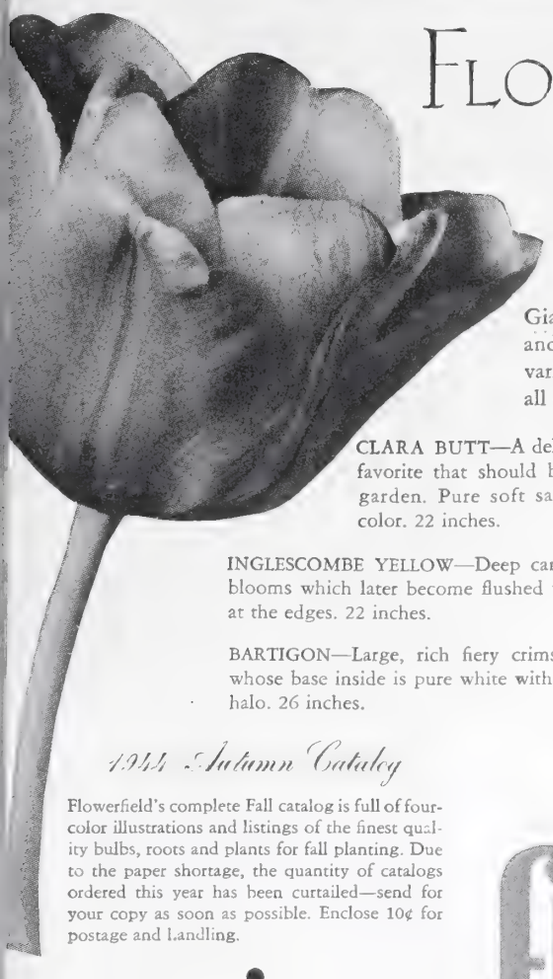


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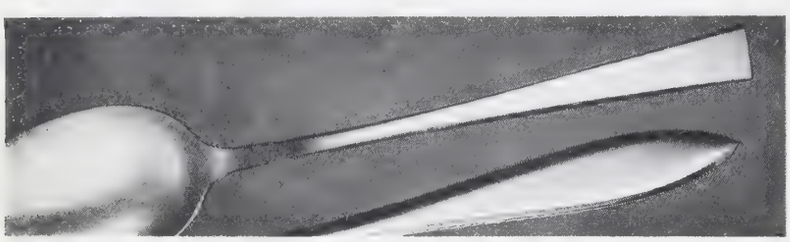


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A close-up of the ceiling construction, which is the source of heat in this house. The ceilings are covered with "Flexboard," an asbestos-cement material which is very dense and ideal as a radiating agent. Note decorative nailing

New HEATING PRINCIPLE used in modern house

The Weston Havens house, shown on pages 49 to 57, uses a system of radiant panel heating —of great importance in future home planning

THE first reaction of the average person, when he sees a house with a lot of glass, is to think of how expensive it must be to heat. He would be right, if conventional heating were to be employed.

But the Havens house used a system of radiant heating, which caused all the ceilings and one of the floors to be warmed by hot air. Air from the furnace passes through ducts above the ceilings and below the floor. A fan circulates the air indefinitely, an economy which would be impossible if the air entered the rooms. The surfaces warmed are so large, and, in the ceilings, of such dense, conductive materials, that no high air temperatures are necessary.

You may not know it, but if the surfaces around you are warm (so they do not rob you of your body's heat), you feel comfortable even though the air temperatures may register below the conventional 68°.

The heating system consis a conventional gas furnace, a blower somewhat larger usual. Ceiling joints are box on top with plywood to form the full width of the ceiling gram below). Houses heated way are healthier to live in.

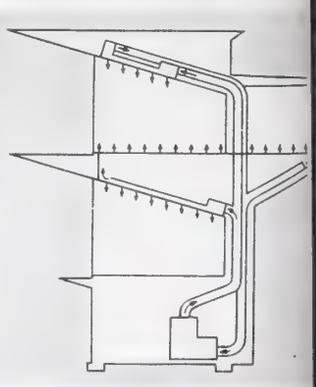


Diagram of way warm air ducts through house, fan out into cei System designed by Dr. R. M. L



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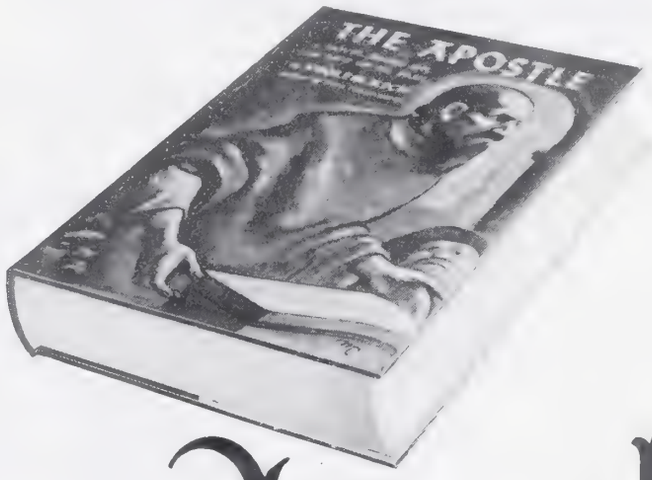
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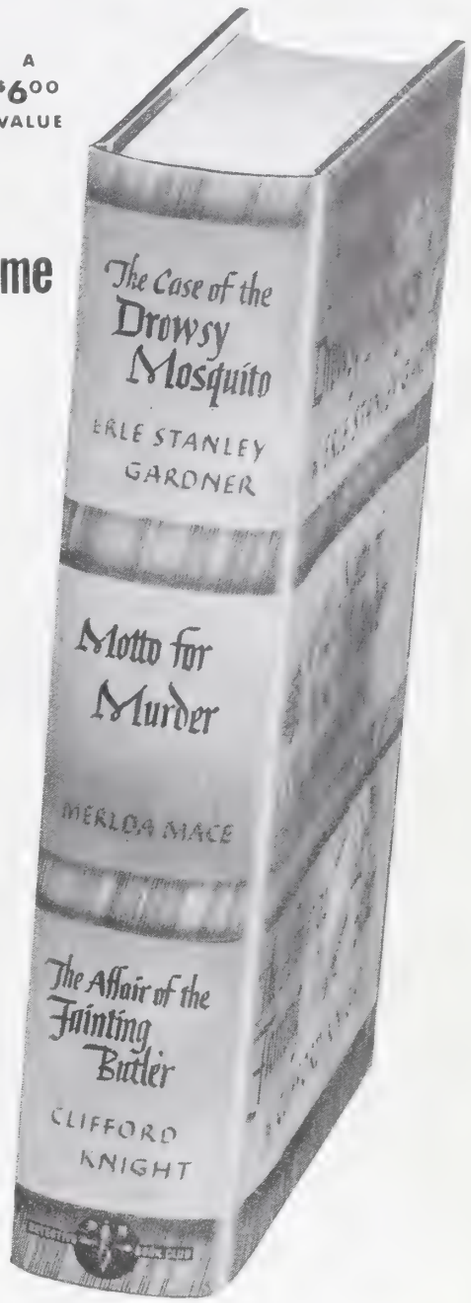
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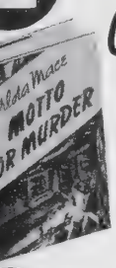
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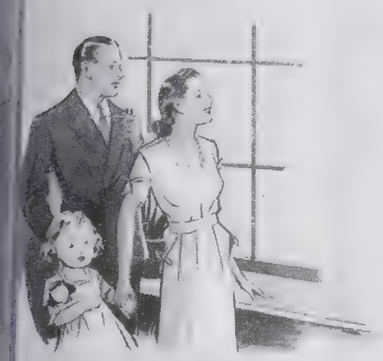
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Do your radiators get too hot, then too cold, or do your registers send out hot blasts and then cool down, causing a chill to set in? . . . . . ☐ ☐

Is your bathroom too cold for comfort? . . . . . ☐ ☐

Is the sunny side of your house warmer than the other sides, and is the windward side always colder? ☐ ☐



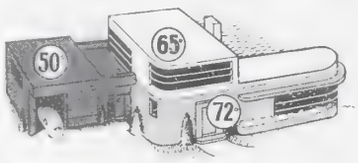
Yes No

Are your rooms hotter at the ceiling than at the floor? . . ☐ ☐

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The paper says "less fuel" this winter

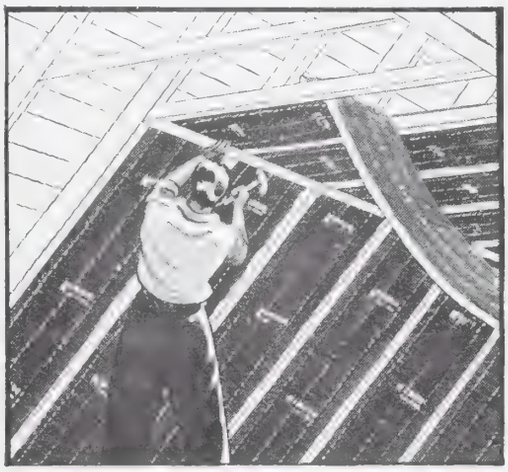
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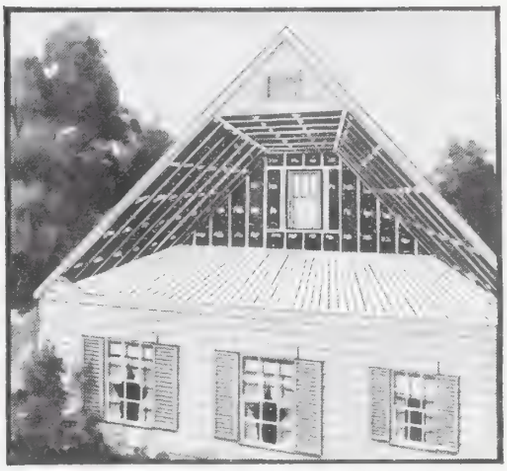
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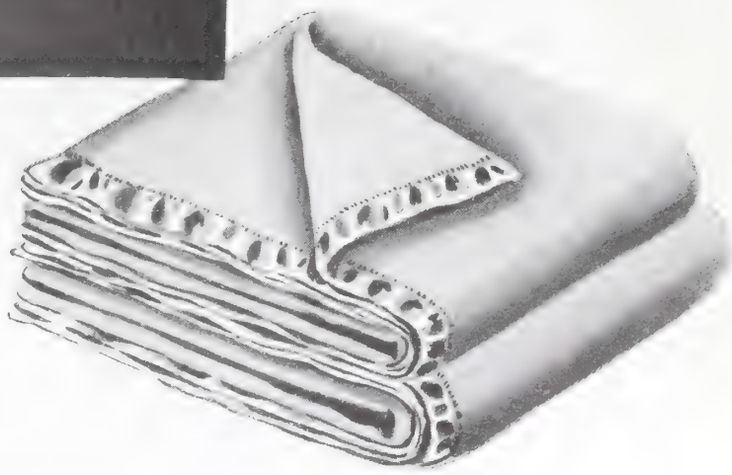
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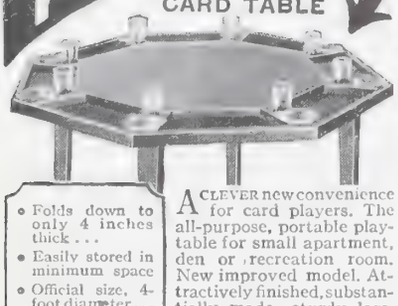
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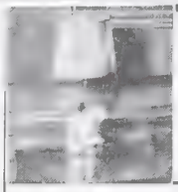
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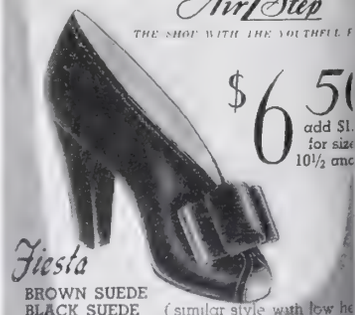
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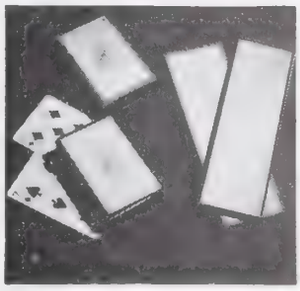
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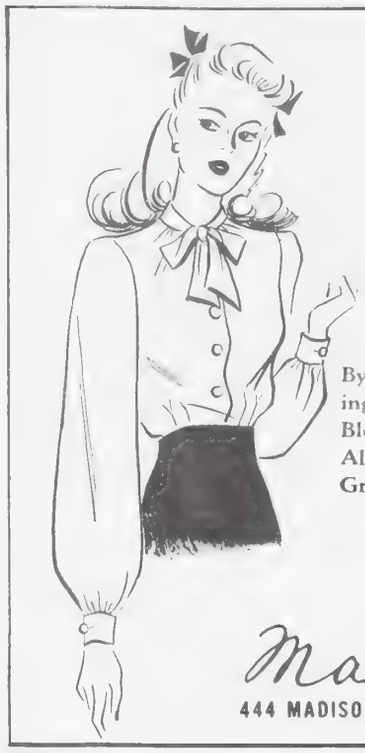
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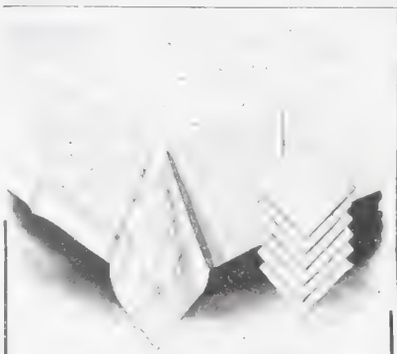
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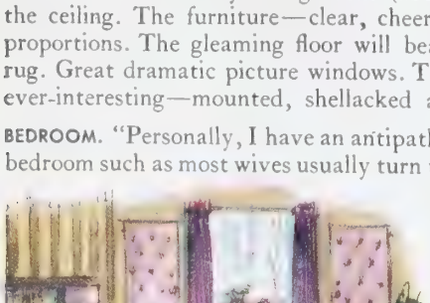
A BUCK PRIVATE'S "DREAM HOME"



DINING ROOM. "Perish the thought of a traditional dining room!" writes Pvt. Henry A. Goldsmith, Camp Crowder, Missouri, prize winner in the Alexander Smith Post-War Home Contest. "I'd like mine to be built semi-circularly, as in a bay-window effect." (Left.)

LIVING ROOM. "In my living room (above, right) I want bookcases to the ceiling. The furniture—clear, cheerful colors in generous, gracious proportions. The gleaming floor will bear an American flower-splashed rug. Great dramatic picture windows. Then a wall of maps—exciting and ever-interesting—mounted, shellacked and framed in plaid gingham."

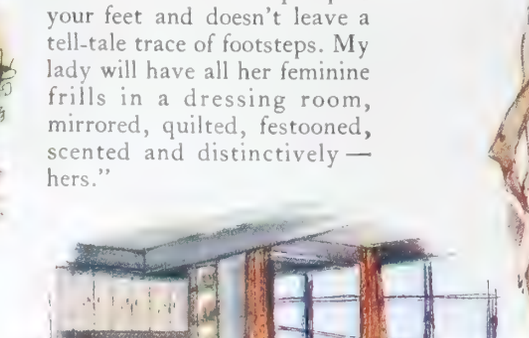
BEDROOM. "Personally, I have an antipathy for a be-laced and be-ribboned bedroom such as most wives usually turn them into. This one will satisfy us both. The rug will be soft, sinkable broadloom that pampers your feet and doesn't leave a tell-tale trace of footsteps. My lady will have all her feminine frills in a dressing room, mirrored, quilted, festooned, scented and distinctively—hers."



KITCHEN. "What a miracle that will be! It should utilize the same principle as an assembly line, with all the electrical wizards that will be available to the consumer."

The gentle poke out of my reverie is from my sergeant. "Can't you do anything without dreaming?" he asks.

But I wonder: "Does he know the stuff of which dreams are made?"

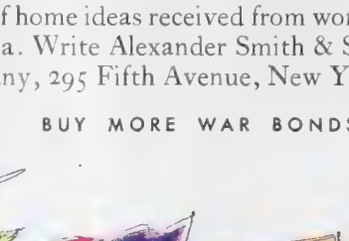


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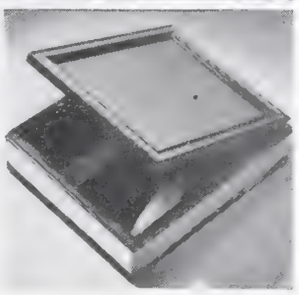
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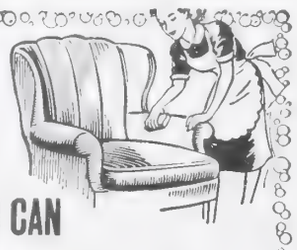
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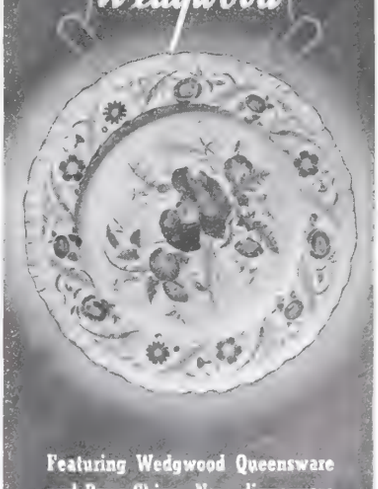


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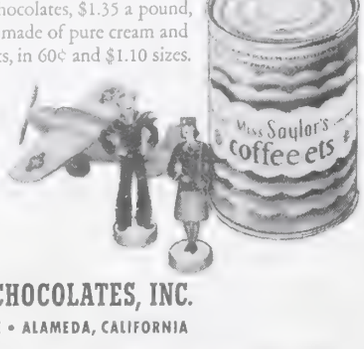


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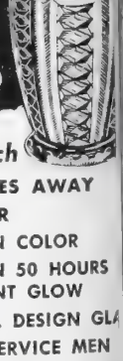
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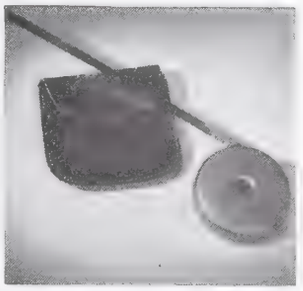
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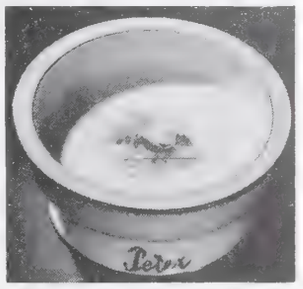
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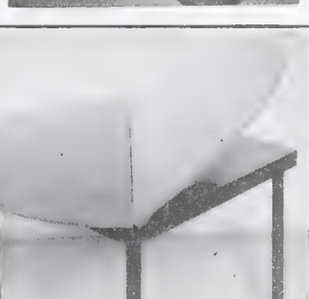
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INK TO THE FUTURE with es copied from the past. Serve an wine or a new cocktail in these ue-looking thumb print glasses ruby trim. Use them for sentimen- oasts and festive times. Remember de and don't forget that Christmas ound the corner. $7.50 for 8 plus postage. Edith Chapman, 163 E. St., New York 16, N. Y.



MAGIC TOP
UBLES THE SIZE
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T-Top is just what you've wanted for ons, puzzles and games. It's light but slides easily over your card table top— *oubles its size!* Seats 7 people without ng; diameter 46", circumference 144". and tucks away in corner or closet. Send ir T-Top NOW! Shipped promptly, ex- ollect. (No C.O.D.'s, Please.)
ors: Dark Brown, Dark Green, Rich , Jet Black. *Specify Color You Want.*

ONLY $5.95
Unpainted T-Top $4.95

OP COMPANY, Inc.
38 Salem, Mass.



At Your Service

This amusing blackamoor table with its practical plate glass top adds a gay decorative note to any room. It is an ideal gift, or perfect for your own use to hold cold drinks or ash trays. Never -top burn or stain. It is 24" high " across. It is finished in black hite skirt, turquoise turban, gold and belt.

.50 express paid, Order direct. No C.O.D.'s
ther gift suggestions of distinction send us your name and address.

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No Rubbing— No Polishing

"QUIK-GLOSS" WAX

at OUR Risk!

"Quik-Gloss" gives a more beautiful, longer-lasting sheen than any other wax. Puts brilliant *new luster* on floors, linoleum, woodwork, tile, enamel, metal. *Saves work*—you don't have to rub or polish! Dries hard in 20 minutes—won't water-spot. Dirt washes off without injuring finish. Outwears other waxes; a gallon covers more surface.

Try "Quik-Gloss" this NO-RISK way: Send name and address and ONLY $1 for 1-quart can, shipped postpaid. Use half of it. Then, if you don't think it the *finest* wax you've ever used, return what's left. We'll REFUND YOUR $1 AT ONCE!

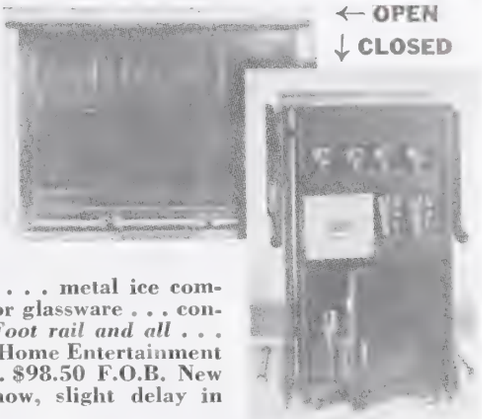
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HERE'S A BAR
only 21 inches
when closed
OPENS IN A JIFFY
to a
5 ft. COMPLETE BAR

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. . . Spacious liquor storage . . . metal ice compartment . . . lots of room for glassware . . . convenient gadget drawer . . . *Foot rail and all* . . . Truly the smart addition for Home Entertainment . . in Walnut or Mahogany . . $98.50 F.O.B. New York. No C.O.D. . . Order now, slight delay in shipping.

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Hand Painted Tarnish Retarding
SILVER CABINET

Large enough to hold all the family flat silver—beautiful enough to merit a place of honor in any home! Both the chest and the drawer underneath are lined with the magical new felt that keeps silver bright and shining. Felted slots, loops and grooves hold each piece firmly in place. Cabinet may be had with floral decoration as shown or with one letter monogram—hand painted on black, white, red, green or walnut background. Size 11" wide, 15¾" long, 6½" high. Price **$16.50** postpaid.



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SALTS & PEPPERS

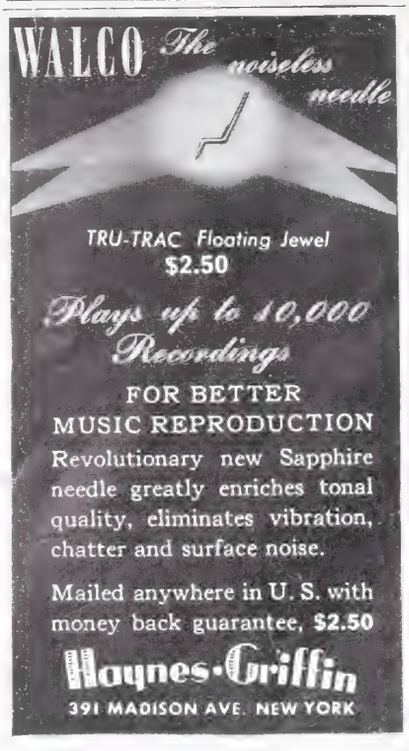
Faithful reproduction of a charming and graceful Old English set. Heavily silver plated and lined with non-corroding metal. A gift that is sure to please. 4½" high. Set **$2.95** postpaid.



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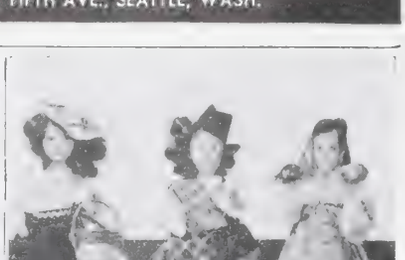
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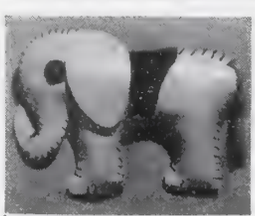
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MAPLE NUT TREAT. good news for those of you who New England maple sugar, syrup *black* walnuts. Perhaps there is a s somewhere who likes them, too. 3-piece set consists of ½ lb. black nut meats, ½ lb. cake of hard sugar, and 14-oz. jar of maple $4 postpaid. No C.O.D.'s. The Joss Box 147, Dedham, Mass.



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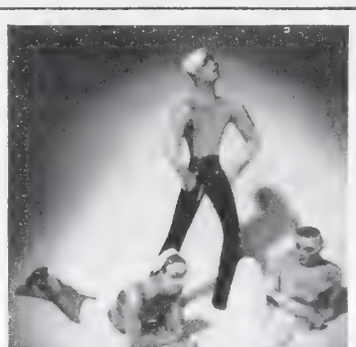


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Republican or Democrat, be proud of it! Carry a torch for your party! A clever ALL HAND-MADE leather lapel pin. Press his tail and concealed battery lights his eye—$2.50 EACH. You may also have "Bright Eye horse in basic colors or a white rabbit at the same price. Send che or money order today. Sorry no c.o.d's.



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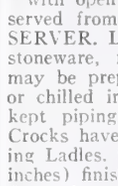
Their rakish hats, their tanned brawniness and their hard-earned relaxation make this group of three gobs as lovably American as the World Series. Of durable composition, 14" long, and in full color . . . $4.50 each. $12.75 the set.

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Headquarters for game room equipmen accessories for the home. Unusu games, novelties, barbecue supplies, et Write for "Successful Entertainin At Home." It's Free!

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STER YOUR GUESTS as ck in or before they check out Guest Log designed just for pose with space for name, ad- ate, and remarks. This is a gift future. Two years from now hostess can't remember if Jane e the same time as Jim, look ecord and find out. Maple finish .50 postpaid. The Bar Mart, 62 St., New York 19.





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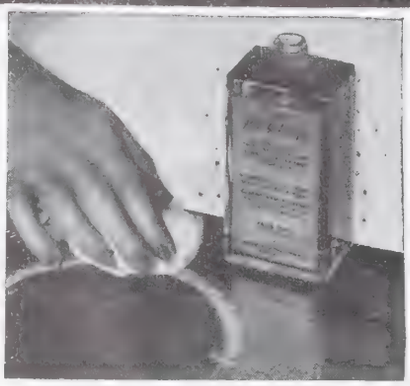
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A TRIPLE ACTION SPOT REMOVER FURNITURE POLISH

- REMOVES *Stubborn Spots*
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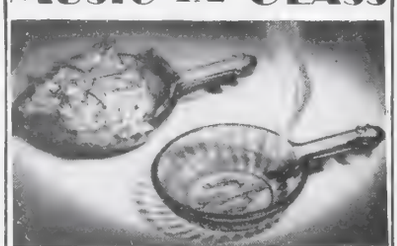
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Polish (paste) to restore and retain the patine of precious pieces. For all wood and leather. Special blend for light woods. $1. jar; $1.50 double size. Made in U.S.A.



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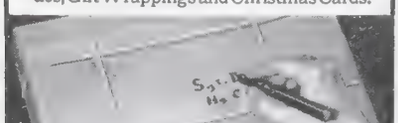


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Consult her Grow-Up Chart, a linen strip 4½ inches wide, long enough to record her height every quarter inch from 2 ft. to 5 ft. 3 inches. Hangs flat against wall or door and is a permanent record to compare with next generation.

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At your next dinner party put this colored candle on a mirror in front of each place — "dim out" the room — light the candles — announce dinner!

The guests will enter with exclamations of astonishment and delight. The candles, being tapered, cast their colored glows downward into the mirrors where they are reflected into the beaming faces of your guests. The effect is fascinating — romantic — beautiful beyond description!

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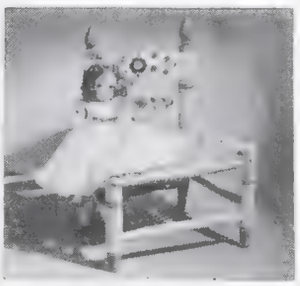


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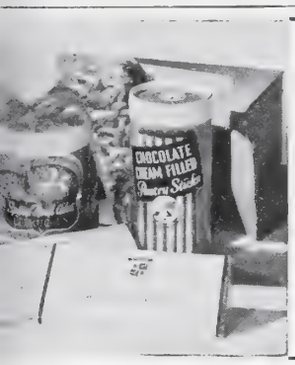
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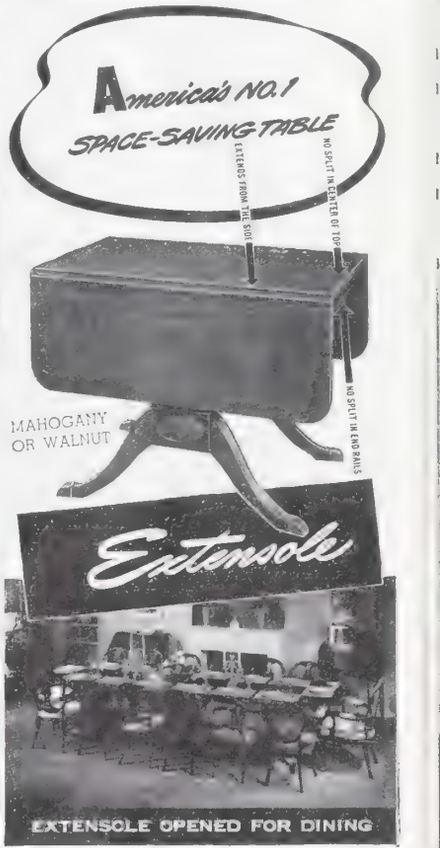
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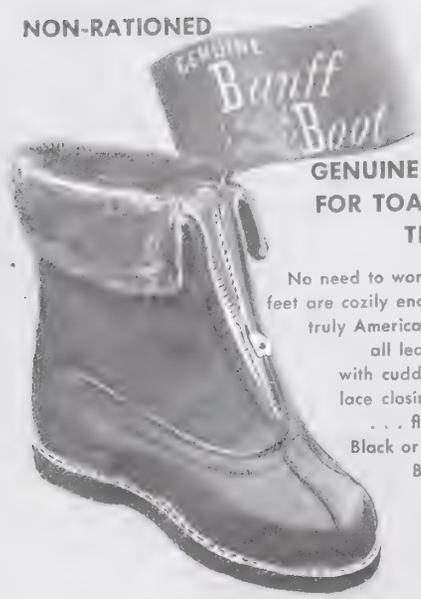
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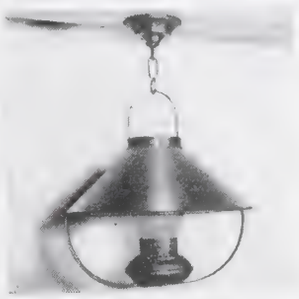




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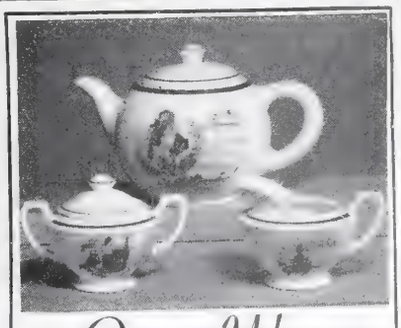
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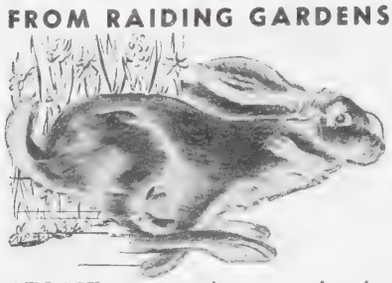
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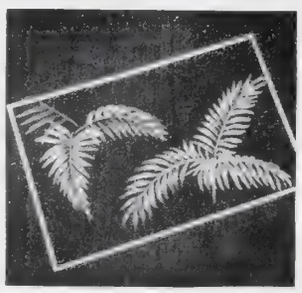
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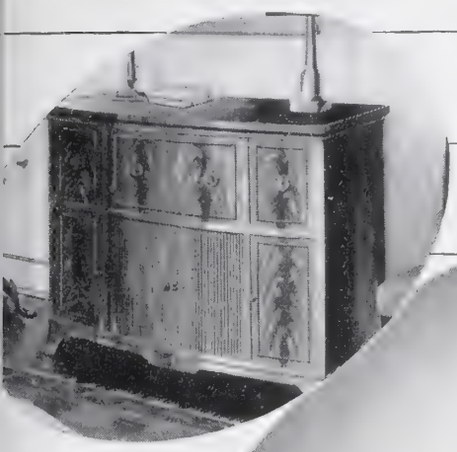
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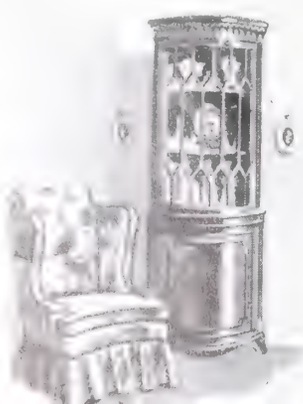
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CHICAGO



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You can paint your own merry murals and light-hearted furniture decorations, despite your amateur standing with the paint brush. This new book tells you how to go about it

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GUILD PLAYING CARDS

Authentic in Style and Design





How to support PILLOWS ON BACKLESS BEDS

Get yourself a backrest the width of a single bed and your pillows will stay propped up

pretty hard to enjoy reading bed if you're a studio couch er whose bed is located be- end tables which look charm- during the day but don't offer support to the pillow for be- sleep reading sessions. Well, need not complain bitterly any r about that kink in your neck trying to maneuver yourself a comfortable position. For s & Conger's sleep shop has a pillow support to hold your pillow straight as your back should be. It consists of a stiff upright and a horizontal board which slips between mattress and spring to anchor the backrest. The support's covered in brown leatherette, folds up so it can be tucked under the mattress during the day. Can be used anywhere—on a couch or glider, say—to keep pillows trim and from slipping. Under $4.

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Among the prized possessions of many a young bride is a solid silver service created by Reed & Barton craftsmen, with its charm and enduring value. And even though Reed & Barton sterling patterns and pieces are temporarily limited by war production, the wise home-maker is buying a few place settings now, knowing that she can complete her service when peace returns.

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BIGELOW WEAVERS PRESENT

Peace Plans for Two

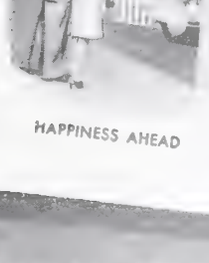
STARRING



MRS. JAMES COOPER



MR. JAMES COOPER



HAPPINESS AHEAD

TIME: THE FUTURE

PLOT: Jim's forty-two, married,
left a good law practice
when needed for a war job.
Now while he's busy helping plan
for millions,
Liz spends lonely nights
in a strange city
planning peace for two,
praying that it's not far off.
The home she wants
will have a living-room,
big, full of peace and warmth.
Deep, soft carpet, wall-to-wall,
distinguished in design
and made of finest materials...
in a word, a Bigelow rug.
For Liz knows that whether
she buys Beauvais
or another grade of Bigelow,
she will get quality and beauty.

BIGELOW WEAVERS

BIGELOW WEAVERS

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HOUSE BEAUTIFU

THE MAGAZINE DEDICATED TO THE BUS
OF GOOD LIVING

Vol. 86 SEPTEMBER 1944

• Cover, home of Mr. and Mrs. John Dean Boggs, Bel Air,

DECORATING

What Does Your Office Say about You and Your Business?
What Kind of Executive Are You? .....
The Etiquette of Receiving Business Callers .....
The Little Things Tell a Big Story .....
Your Office Should Be "In Character" with Your Business...
Can You Be Both Modern and Traditional? .....
Come Now, Mr. Gibbings .....
So Your Room's a Sad Sight .....
Twist-of-the-Wrist Stuff Makes a College Room a Sure Winner
Is Your Taste Consistent? .....

GARDENING

4 Reasons Why You'll Never Have a Good Lawn .....
Plan Your Bulb Show Now .....
Things I Wish I Had Known .....
The Log of the Practical Gardener .....

HOUSEKEEPING AND MAINTENANCE

House Beautiful's Housekeeping Recipes .....
It's Worth Mentioning .....

HOUSE BEAUTIFUL'S HOME PLANNER'S STUDY COURSE

After the War All the Good Houses Will Not Be New...
Don't Shelve Your House Because It's Old .....
8 Changes for the Better Through Good Planning .....
Remodeling Gave Them More of Everything .....

FOOD AND ENTERTAINING

Shall It Be Eating or Dining? .....
Pantry Shelf News .....

OTHER FEATURES

What Do You Want Most in All the World?.....
Don't Be a Sucker for the Household Rackets .....
Dear E. G. .....

ELIZABETH GORDON
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RALPH BAILEY
Managing and Garden Editor

RUSSELL RYPSAM
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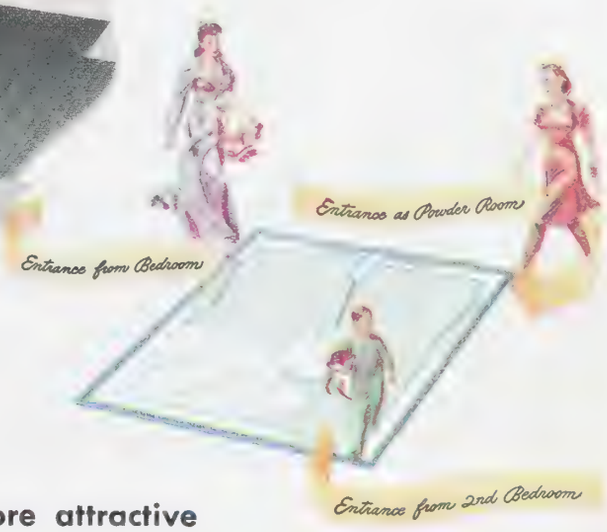
FLORENCE PAINE
Housekeeping and Appliances

RICHARD A. HOEFER
Business Manager

PUBLISHED MONTHLY BY HEARST MAGAZINES INC., 572 MADISON AVE., NEW YORK 22, N. Y. WILLIAM RAND HEARST, PRESIDENT; RICHARD E. BERLIN, EXECUTIVE VICE-PRES.; JOHN R. HEARST, VICE-PRES.; A. S. VICE-PRES.; E. H. MC HUGH, VICE-PRES., T. J. BUTTIKOFER, VICE-PRES.; RICHARD A. HOEFER, VICE-P FRED LEWIS, TREASURER; R. F. MC CAULEY, SECRETARY. COPYRIGHT 1944 BY HEARST MAGAZINES INC. ALL R RESERVED. ADVERTISING OFFICES: 572 MADISON AVE., NEW YORK 22; 1132 PARK SQUARE BLDG., BOSTO 326 WEST MADISON ST., CHICAGO 6; GENERAL MOTORS BLDG., DETROIT 3; 420 LEADER BLDG., CLEVELAN 709 WEST 8TH ST., LOS ANGELES 14; HEARST BLDG., SAN FRANCISCO 3; RHODES-HAVERTY BLDG., ATLAN SUBSCRIPTION PRICES, UNITED STATES AND POSSESSIONS, $4.00 FOR ONE YEAR, $6.00 FOR TWO YEARS. CA $4.50 FOR ONE YEAR PAN-AMERICAN COUNTRIES AND SPAIN $5.00 FOR ONE YEAR. OTHER FOREIGN COUN $6.00 FOR ONE YEAR. SUBSCRIPTIONS ARE PAYABLE IN ADVANCE. REQUESTS FOR CHANGE OF ADDRESS SH INCLUDE POSTAL ZONE NUMBER, IF ANY, 4 WEEKS' NOTICE REQUIRED. MANUSCRIPT MATERIAL SUBMITTED V HANDLED WITH CARE, BUT THE MAGAZINE ASSUMES NO RESPONSIBILITY FOR IT. NO UNSOLICITED MANUSC WILL BE RETURNED UNLESS THEY ARE ACCOMPANIED BY FULL RETURN POSTAGE AND A RETURN ENVELOPE FOLLOWING TRADE MARKS REGISTERED IN U. S. PATENT OFFICE: "HOUSE BEAUTIFUL BUILDING MANUAL," "H BEAUTIFUL'S BUYING GUIDE FOR THE BRIDE," "HOUSE BEAUTIFUL'S PRACTICAL GARDENER," "THE BO HOUSE," "GOOD BUYS," "HOUSE BEAUTIFUL," "HOUSE BEAUTIFUL COMBINED WITH HOME & FIELD," "H & FIELD," "FIELD ILLUSTRATED." RE-ENTERED AS SECOND-CLASS MATTER OCTOBER 25, 1943, AT THE OFFICE, NEW YORK, N. Y., UNDER THE ACT OF MARCH 3, 1879. PRINTED IN THE U.S.A. BY THE CUNEO PRES



the BATHROOM of the FUTURE



. . . can be made more useful — more practical — and more attractive

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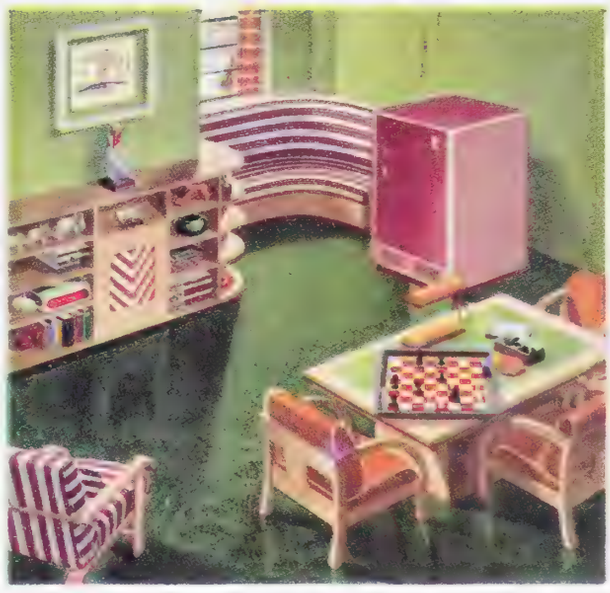
• The "Standard" Duo-Use Bathroom plan points the way to more useful—more practical and more attractive bathrooms in the future. It gives the bathroom a wider horizon—making possible a bath and powder room in one.

Divide the bathroom into two compartments, with the bathtub and shower in one, the lavatory and water closet in the other. The door between the compartments provides privacy for each.

Both compartments can be in use at the same time. If there is an entrance from the hall, the doors to one bedroom and the bath section can be closed, making it a powder room.

Space permitting, the walls can be utilized for cabinets, holding the toilet and dress accessories convenient to have at hand. More versatile decorative schemes are also possible.

The "Standard" Duo-Use Bathroom plan is possible of adaptation to many plans. You can study its application to your new home. It is also an ideal plan for apartments and hotels. In the future as in the past modern bathrooms will contribute to gracious living.



The basement recreation room is rapidly becoming an established part of the modern home. AMERICAN Heating Units, in attractive designs and harmonious colors, fit perfectly with the smartest basement plans and furnishings. They constitute the first step towards making your basement useful and enjoyable.

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One of a series of events in the lives of immortal composers, painted for the Magnavox collection by Walter Rich

When Gilbert and Sullivan attacked the "Pirates"

THE entire English-speaking world surrendered to *H.M.S. Pinafore.* In 1879 an American newspaper reported, "At present, there are forty-two companies playing *Pinafore* about the country. Companies formed after 6 P. M. yesterday are not included."

Yet from this unprecedented American success, not one penny of profit came to Gilbert and Sullivan. In the absence of an international copyright law, any unscrupulous producer could "pirate" the words and music.

To overcome this situation, the famous partners came to the United States and staged an "Authorized Version." With Sir Arthur Sullivan conducting the orchestra, and William Gilbert, directing the performance, the official *Pinafore* received an ovation from music lovers of old New York.

Although no more perfect artistic partnership has ever existed, no love was lost between its two members. Gilbert, a bluff typical Englishman with a sarcastic tongue and domineering personality, was a continual trial to the dark, Oriental-looking composer noted for his gentle charm and ingratiating manner.

Moreover, each felt that he was *lowering* his standards by associating himself with light opera. Each considered himself capable of writing or composing works of far greater importance. Yet while their serious efforts have been largely forgotten, *Pinafore, The Pir of Penzance* and *The Mikado* will probably played and sung as long as the English l guage is spoken on this earth.

To enjoy the operas of Gilbert and Sulliv to the utmost, you should hear them play by a Magnavox. Of this instrument, it is su cient to say that it is the radio-phonogra chosen by Kreisler, Ormandy, Beecha Horowitz and Heifetz for their own hom

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WHAT does your office say about you and your business?

By ELIZABETH GORDON, EDITOR

Most executives spend nearly as much of their waking hours in their offices as they do at home. Some spend more. Certainly all of us spend our *best* hours, when we are freshest, fittest, and hitting on all cylinders, in our offices. But are they worthy of this choice portion of our lives? And is it smart business to present the conventional, stereotyped façade to those callers we deem important enough to give valuable time? If it is important for us to retain expert counsel carefully to style the printed impressions of our ads, labels, and letterheads, why isn't it just as important carefully to style and personalize the impression made on callers to our offices?

Yet for the most part offices are carefully impersonal. No other form of furnishings are so deliberately stereotyped and colorless. We seriously question the wisdom of such a policy. It can only be interpreted as a way to get protective coloration, to be indistinguishable from others. Yet the very nature of American business is competitive, to stand out distinctively from the herd of those who are after our own objectives. We do not presume to give you the final answers. But on the next eight pages you will find our analysis of some facets of this problem.



MAYNARD PARKER

The office of Arthur Lyons, President of A & S Lyons, Inc., motion picture agents and producers. It has character, dignity, and no trace of rubber-stamp furnishing. Paul Laszlo was the decorator

What kind of EXECUTIVE are you?

If you are an executive at the *policy-making* level, your office, very definitely, should not be a rubber stamp affair. If you are a *policy-executing* executive, impersonal restraint would be more in order for you

HOUSE BEAUTIFUL is not recommending a general movement for décor in offices. But we *are* urging that offices where policies are made (rather than carried out) have some visual distinction.

By "visual distinction" we do not mean such clichés as the leather-chairs-and-sporting-prints formula. Nor do we mean to imply that distinction comes from using bigger, more massive and more expensive furniture. It most emphatically does not. Distinction can never result from formulae, or from the mere laying down of dollars.

Policy-making executives owe it to the institution they are serving to make a better than rubber-stamp impression on outside callers. Even the most dynamic chairman-of-the-board can seem more dynamic, when met in a setting that has character. The psychological effect created within one's own organization by an important-looking office should not be overlooked, either.

On these two pages are the offices of four policy-making executives—three men and one woman. They all have originality and appropriateness. None is over-decorated, and all are in keeping with the nature of the executive's business.

Above all, they indicate that offices can be *both* business-like and distinctive. They are the products of architects, decorators, and occupants.

Below and at right is the office of Hope Skillman, head of her own firm, dealing in women's dress fabrics. Mural depicts the history of textiles, painted by Miss Skillman's husband, Saul Schary. File was an old oak WPA cast-off, refinished to match rest of furniture



EMELIE DANIELSON



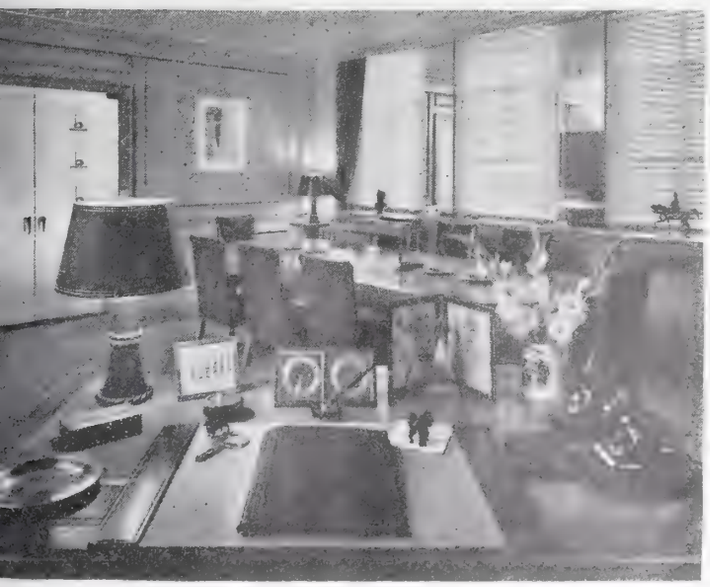
What does YOUR OFFICE SAY about you and your business?



HANS VAN NES

The office of Sheldon Coons, a business counselor. Meeting with his clients is obviously an important aspect of his work. So he has not muffed the opportunity to create an important atmospheric background for himself, a background that has just as much dignity as it has distinction. Dorothy Draper was the decorator. Other views of the offices shown on this page, will be found by turning the page

RICHARD AVERILL SMITH



The office of Grover Whalen, Chairman of the Board of Coty, Inc. The quality of Mr. Whalen's office derives from the numerous fine pieces of cabinet-making which came from Mr. Whalen's office at the World's Fair, and examples of craftsmanship like monogrammed copper plates for ashes

EMELIE DANIELSON

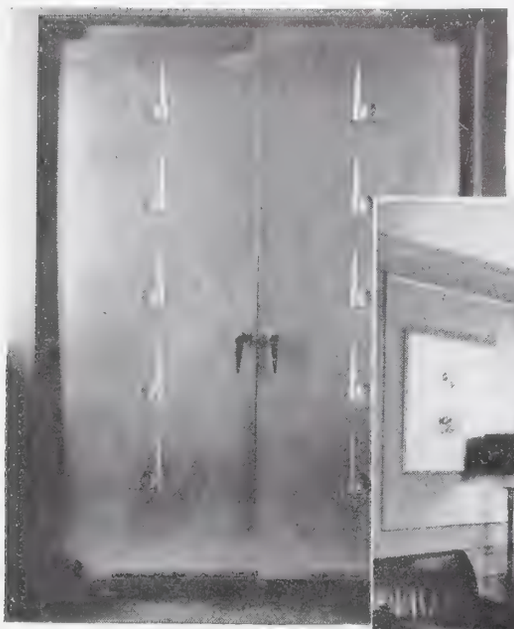


The office of M. Lincoln Schuster, of the publishing firm of Simon and Schuster. The office is in one of the Radio City buildings, and the building set-back was used as a landscaped terrace. Architecture and furnishings were designed by Edward D. Stone. For another view of office, turn page



Right. The entrance into the office of Virginia Conner Dick, an interior decorator. Its design is in character with the business to be done inside. And it endows the room beyond with importance—a factor not to be overlooked

Far right. The client's consultation room in Virginia Conner Dick's office. Notice easy informality of furniture grouping and how, most probably, visitors would sit with backs to the light. Mrs. Dick sits at tilted sketch board





RICHARD AVERILL SMITH



Above. Entrance doors to Grover Whalen's office. Right. Corner Whalen uses for conferences à *deux*. Note this arrangement encouruges free and easy discussion

The ETIQUETTE of receiving

The subtleties of receiving callers is a much neglected phase of business procedure. Where you ask them to sit tells much about you, and reveals volumes, psychologically

There is an art to receiving business callers—an art which many executives are completely unaware of. Yet some of the most personally effective executives in America employ this subtlety with gratifying results. Notwithstanding, it is a subtlety which we have never seen discussed in print.

It is the art of knowing when to come out from behind your desk. It is the art of producing just the exact shade of welcome to fit the status of the visitor. It is the art of conveying, by indirection, just how long the visitor should stay. And it all boils down to the simple matter of where you ask the caller to sit, and where you sit while the interview is in process.

Probably the bulk of the aware executive's interviewing would be done from behind his desk. Seeing one's own staff, or receiving people who come in a selling capacity calls for nothing more. But into the life of every executive come callers who should be treated less perfunctorily than this. The way you receive them can imply they are doing you an honor—to come to you instead of your going to them. Your reception can imply that you are honored. But the implication will miss fire if you sit behind your desk, and they sit across from you. For the very act of sitting behind a desk is, in itself, pompous and implies a higher status for you than for the caller. The



EMELIE DANIELSON

usiness callers

ce that is not equipped with a furniture grouping, other n a desk grouping, cannot observe the full niceties of spe- l situations.

Into such subtleties comes the question of making the visi- face the light. Facing the light is psychologically a handi- , and the executive who expects his important callers to do is announcing his own thoughtessness or naivete.

Obviously the furniture grouping, the kind of furniture, d the relation of all furniture to the windows is the crux this problem. Many top executives observe these niceties, her instinctively without thinking about it, or knowingly cause they recognize the subtle values that make for a ooth operation.

The offices on these pages show furniture groupings for in- viewing without benefit of desk or light-in-the-eyes. All ve a living room atmosphere, conducive to easy discussion.

What does YOUR OFFICE SAY about you and your business?

HANS VAN NES



The conversation end of Sheldon Coon's office, seen on page 43. As may be seen in previous picture, there are pull-up upholstered chairs that may be gathered around this sofa to make a fairly large discussion center, for those times when callers come in groups

MAYNARD PARKER



The conference corner in the office of Arthur Lyons, previously seen on page 41. It could very well be an office axiom that *the more impressive the desk the more necessary to have a conference corner,* as exemplified in this office decorated by Paul Laszlo

EMELIE DANIELSON



The conversation corner in the office of Lincoln Schuster, seen previously on page 43. Visitors are asked to sit on the sofa, with backs to the light. However, such big glass expanses do not cause as much eye discomfort as small windows, thanks to wide diffusion

The LITTLE THINGS tell a big story

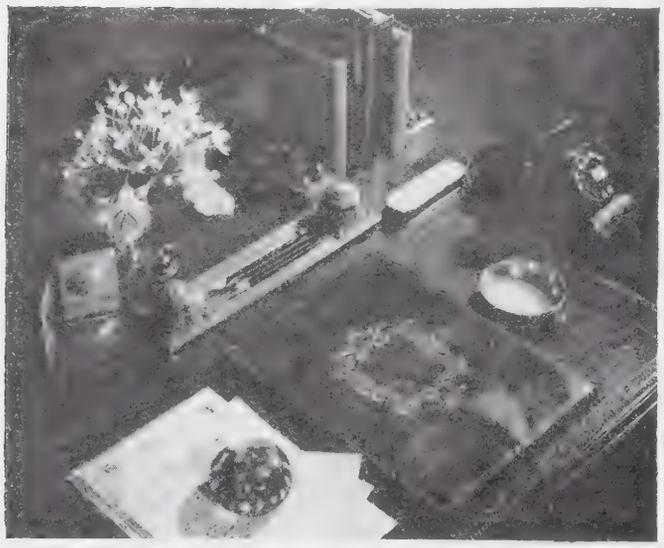
The inkwell, the paper weights, all those small ornaments and appointments that adorn your desk and keep it in order point directly to your tastes and personality

One casual glance at your desk and the visitor can get a pretty good line on the kind of person you are. Because it should follow that the things you keep before your eyes eight working hours of the day are things that reveal your tastes, appreciations, and depths.

But having observed the desks of executives in all sorts of trades and professions, we've concluded that the American business man seems to have submerged his individuality under the cut-and-dried lineup of Renaissance leather and green agate oddments that amount to a desk uniform the country wide. They look to us like things he thinks he *ought* to have—as though this were an executive formula he feels compelled to follow.

Personality is too valuable a business asset to hide this way. The rubber stamp desk and its ponderous symbols of executive dignity may very well suggest to your callers that you, too, are a rubber stamp character.

No one can tell you exactly what to have on your desk. But you'll be on the right track if you forget about standardized desk equipment and have what *you* like. Keep your pencils in a Pilsener glass, if it's more convenient than a tray. Use rocks as paper weights if you have some handsome specimens. Snuff boxes make fine stamp boxes. Pieces of sculpture can function like book-ends. The important thing is to suit your own tastes.



Women executives, by and large, make their office desks more personable than men. Margaret Cousins, associate editor of "Good Housekeeping," keeps on her desk her five favorite books, a fine millefleur glass paper weight, and an antique ruby glass for flowers



TAKE A GOOD LOOK AT THE AVERAGE EXECUTIVE'S DESK

To the left you see what might be called the averag in executive desks. It's an expensive collection o tooled leather gadgets and bronze-trimmed onyx, ye it's a rubber stamp of thousands of similar desks righ down to the chromium humidor. Too bad, we think that the executive—or his wife—couldn't have chosen more personable, individual appointments to give the whole set-up some character and personal significance

The desk at the right is pure make-believe. It was designed by Raoul Pene Du Bois for Liza Elliott, the boss-lady in Paramount's "Lady in the Dark." But its clever use of interesting, one-of-a-kind accessories shows what we mean by individuality

FOUR PHOTOGRAPHS BY FRED LERNER



House Beautiful's editor, Elizabeth Gordon, uses as paper weights an unusual block of inlaid marbles and a unique brass hand; for paper clips, an antique Dutch snuff box. Small shells, laid in sand in the glass inkwell base, and larger ones for flowers reveal her interest in nature forms



What most desks need is fewer blotter pads and more paper weights. Jack I. Straus, President of R. H. Macy & Co. Inc., dispenses with blotter so smooth graining of his desk isn't covered. To weight his papers down he has a ceramic polar bear and a heavy, old-fashioned brass door knob



What does YOUR OFFICE SAY about you and your business?

HEDRICH-BLESSING STUDIO



This office in the Libbey-Owens-Ford Glass Company demonstrates pleasantly and practically to visitors the effectiveness and livability of structural glass, which is the company's stock in trade

EMELIE DANIELSON



Talents of interior decorators are never m critically judged than in their own offices. V ginia Conner Dick's clients can see in her off this decorator's own taste for elegant Mod

W. & J. SLOANE, DECORATORS



Miss Sylvia Pedlar, fabric stylist of Textron, Inc., makes much of fabric in her feminine office, most appropriately, since her personal concern is the design, color and wearability of her firm's fabrics

EMELIE DANIELSON



The conservative, dignified office of Mr. C. F. Broughton, of Wamsutta Mills, uses none of his firm's products in decoration, but expresses the tradition of New England's cotton textile industry

Across the page is the New York office of Cecelia Staples of Staples-Smith, a firm of display artists whose witty, original window displays stop crowds along Fifth Ave. Naturally the office is a sampler

Your office should be "IN CHARACTER" with your business

Services you sell, products you make, materials you work with may be decorative assets, too. Playing them up as part of your office background is good business

If the materials you deal in lend themselves to decoration, put them to work as decoration in your own office. This is a subtle kind of advertising that anyone in any kind of business can cash in on, for it keeps the nature of your business before every visitor's eye. The idea is a natural if you trade in structural materials like glass, tile, or brick, since it presents an opportunity to display your goods used most effectively. Designers, display artists, or photographers can virtually turn their offices into sample rooms. If the actual materials you work with can't be dramatized, then use decoration to suggest your trade, like the towing company president whose office is paneled like a ship's cabin. And if your profession has to do only with intangible services, you can still put across the spirit of your business by the conservatism, the simplicity, or the elegance with which your office is furnished. We show fine, pertinent examples.



EVELYN DANIELSON

This is the living room of an Americana collector who so prefers the tawny mellowness of old pine and maple that her house was built as an authentic background for them. Did you notice you see the room through a broad modern window?

Daughter Jean's bedroom has its own stair. Mr. and Mrs. Boggs planned the house to include such authentic Early American characteristics as varying levels. Woodwork and hardware are authentic, too. Exterior of the house is on our front cover

By FRANCES TAYLOR HEARD



MAYNARD PARKER

Can you be both MODERN AND TRADITIONAL?

As a matter of fact, most of us are. You may think of yourself as a die-hard traditionalist because you prefer the designs of the past, yet you demand modern techniques in the planning of your home

You may be an antique collector, a stickler for period authenticity, an indefatigable searcher for 18th Century wallpapers or Colonial warming pans. And yet you may not be quite so confirmed a traditionalist as you think you are.

Depend upon it—Modern is influencing your tastes and selection, often without your being aware of it. It won't necessarily show up in a passion for glass block or fluorescent light. But it is most certainly revealed in your demand for such things as more light and air, more built-in refinements, more economical use of space in your living quarters.

Mr. and Mrs. John Dean Boggs of Bel Air, Calif., whose house you see here, are avowed traditionalists. They collect, and prefer to live with, Early American antiques. To give their Americana its proper background, they've planned their house with perfectionist attention to authentic details like wrought iron hardware, built-in settles, a great stone hearth. But would any forefather have devised this one-room-deep house, strung out upon its site to follow the sun and the irregular landscape? Or have given it those wide windows? These are unmistakable signs of Modern thought used with traditionalism.



You wouldn't find such broad, lightsome windows in an authentic Early American house. Only Moderns demand them—and nowadays who doesn't? The built-in Welsh dresser has the honest look of Modern, too

ALL PHOTOGRAPHS BY MAYNARD L. PARKER





Weathered shingles and broad battens follow tradition. But the plan of the house—one room deep and advantageously angled for comfortable ventilation, sunlight and view—is Modern practice. Gerald Colcord was the architect

Can you be both MODERN AND TRADITIONAL?

You know very well that if it came to a showdown you'd rather be comfortable than authentic. That's why the Boggs house takes liberties with Early American planning, has big windows. Lawrence Utter, Mrs. Boggs' father, was the builder



Mrs. Boggs, who is decorator Louise Boggs, applied the modern principle of workability to the antiques that furnish her house. The four-poster in her bedroom, the Boston rocker, and the blanket chest are not only rare pieces, but *usable* ones



Seventeenth Century built-ins, like the settle and bookcases, agree with the modern taste for furniture that makes economical use of space. They're timeless, like every other device whose basic design principle is sound



PHOTOGRAPHS BY MAYNARD PARKER

You can CARRY AUTHENTICITY just so far . . .

Period authenticity turns into anachronism as soon as it fails to contribute to modern living. At this point, Modern takes over

Obviously, not even the staunchest traditionalist would want an archaic Colonial kitchen or a bona fide Victorian heating system. They just wouldn't be workable, and technology has taught us that we don't have to put up with things that don't work. This is all part of the contemporary point of view—actually the basis of all modern design, whether it is applied to architecture, furniture, or a bottle opener. We demand smooth-running, compact, and dependable mechanical equipment. But we also insist that all parts of a house, no matter what its period, should work for us, too. If the Boggs house were pure Early American, its windows would be small peepholes instead of broad openings to provide the quantities of sunlight, air, and landscape that the Twentieth Century deems necessities. But notice that it keeps such authentic built-in devices as settles and cabinets because, apart from their quaintness, they are as useful and practical today as they were in the Seventeenth Century.



Of course this isn't an Early American kitchen. It's a well-planned modern one, with unified sink and work counters and storage cabinets above and below, designed to form a partition between the working area and the breakfast room beyond. Woodwork, hardware, trimmings hold to tradition, but *performance-wise* it's Modern

What do you want MOST in all the world?

by DOROTHY DUCAS

Dedicated to **BETTER TOMORROWS**

• *With this article* HOUSE BEAUTIFUL *inaugurates a series on "Better Tomorrows," which will take up the various parts of the most important problem facing the American people at the war's end: How to have what we want most in all the world. We believe the only way we civilians can discharge our obligations to ourselves and our men in service is to roll up our sleeves and get started on fashioning that postwar world to which we have been giving lip-service. We hope to make vivid and concrete some of the ways to build a better peace than we had before. The goal: increasing the well-being and happiness of all people everywhere—in a long stretch of "Better Tomorows."*

What do you want most in all the world? It was a game we played with ourselves, as children. We could answer easily then. A pair of skates. Ice cream every day. No more school. The horizon was limited.

But can *you* answer that question today? Have you sorted out your ambitions and dreams, or does the question bring you up short, puzzled and groping? If geniis were real and each of us had a lamp, for what would we wish? No more wars? Better jobs? More time for books, for sunshine, for travel? Our own house and garden?

Or would you wish for a feeling of well being, for health and wholesome pride, or a lack of fear in the future?

If we were to take a poll of the people of the United States, we should undoubtedly find this wish for better tomorrows almost impossible to express in words. But the wish for something—something better, something more than we have —is in all of us. We feel it when we look into the faces of our children, our bridge over to future centuries. It wells up in us when we change our jobs, get married, join the Army, get a new home. With each new step the Future comes toward us in a rush, and we want to grapple with it, improve it. It's what makes us Americans.

Only, most of us know that wishing isn't enough, and there are no magic lamps to rub. What we want most in all the world—a better world—must be fashioned with hard work, persistent idealism, and more study and planning than most of us yet have applied.

The truth is we still talk about the postwar world as though it were a shadowy, far-off vision, and it is almost around the corner. We have done nothing, individually, to achieve the goal. We have not even defined it. We are working hard—yes, harder than we ever thought we could work—to bring victory. We are raising our families as wisely as we know how, paying our bills, buying War Bonds, participating in all the volunteer patriotic activities within our ken, helping our neighbors, worshipping our God. But what are we doing in the small sphere in which we wake and sleep each day to make attainable tomorrows that are better than prewar yesterdays?

The period in which we live, that last tragic phase of the world's most destructive war, actually is stock-taking time for us civilians. Time to look around and see what is good in our own everyday world, and what is bad. Time to ponder why. Time to *do something* about the flaws, whether they be big or little. The big things, like economic security and international justice, are hard to understand. We must do it somehow. But we can start with the little things, those that add up to the big: our homes, our highways, our trains, busses, street cars, schools, parking spaces, stores, jobs, playgrounds. These everyday things, and a host of others, are within our reach. They make the sum total of our daily lives and the lives of men who some day will return from battle. Through them, we can build bigger things. What about *them?* Are they good enough? Are they what we want most in all the world? Is your way of life the best possible?

Let's project ourselves into the future and look at our homes as our men will see them when they come back—for good. They'll be tired, those men, tired as we civilians don't know the word. And they'll see the old, familiar things like desert-parched travelers who have arrived at last at the well. The little white house remembered when they were stretched out in the muddy shell-holes. The smell of apple pie browning in the oven. The friendly cop on Main Street. The neighbor's dog. Good things, things that sustained them when the going was tough. But when the weariness goes, when their minds and bodies have healed, when the shiny, unbelievable wonder

ing home again has worn off, what will they see in your and mine? Will we be proud of what they see?
ll they find people living in amity and trust, untroubled etty political bickering? Will they see homes which are ortable, light, airy—for everyone in town? Will they enough broad avenues, tree-lined in beauty, and en- red for auto traffic—or ugly, traffic-choked streets that driving a menace? Will they see a pall of smoke and e hanging over their homes? Will there be playgrounds e their children can laugh and run under the sky, hing clean, fresh air?
ll they see factories, screened from the neighborhoods e people live and raise their children? Clean, sunny, t factories, full of healthy men and women? Parking where shiny cars can ease in and out without obstructing ? Airports within easy reach of home and offices? ill there be shopping centers where they can drive up to s and park within easy walking distance? Will their be broken at night because of the pounding and grind- of trucks?
course not. Not everywhere. Not all of these things in any one town, most likely. What do we mean, then, we talk of better tomorrows?
eals are fine things. Without them, we cannot inch for- . But every inch is won with pick and shovel, spade and lathes and wheels and turntables, books and blueprints public speeches. It isn't enough to wish and hope and n. We must give up bridge parties for public meetings, fiscal reports instead of mystery novels, discuss politics ad of fashions—at least some of the time. The only way eate something better is to start nibbling at the vast store nformation which exists not so very far away, to use own two hands, two legs, two eyes, and elastic minds. et to work on the biggest job the civilian world faces, perhaps ever has faced since wars began. We must really e the better world we want to live in when peace comes.

are not a good citizen just because you vote and obey e laws. You are not a good citizen because you salute the are a booster for your State, call the town you live in best place on earth." You are worthy of these things *if you are willing to work and struggle to make them for MORE.* Struggle in tiny, tedious ways—unglamor-, persistently. Start right in your own home town. We live in the best country on earth, but it still isn't so that it can't be made better.
r instance, here's what we mean:
at lovely back yard behind your house, hedged for safety yet big enough for play—do the children have to travel our to get to it after school? That drive to work in the ing, such a relief from the crowded bus! But are the s going to be so crowded and the traffic lights so frequent your returning service man will be worn out just getting e job? Maybe you live in a well-run, comfortable tment, equipped with all the gadgets. But you don't see s or trees from one week's end to the other. Or there a place to park your car when you go shopping. Or s are so high you can't afford to buy a house within onable reach of your job. Or the local building codes are bsolete they put an unnecessarily big cost disadvantage he price you must pay. (*Continued on page* 90)

THE WHO WHAT HOW WHEN.. OF GETTING WHAT YOU WANT MOST IN ALL THE WORLD

WHO plays a part in reducing each of your complaints? Before you can act, you must know your Government: Federal, State, and local. Most of your dissatisfactions probably will involve county and municipal officials, though not all of them. Start by getting acquainted with them. Find out why nothing has been done to correct your dissatisfactions to date. You will be surprised, most of the time, to find how interested they are—those men in charge of taxation, zoning, parking, education, public health, recreation, and the like. They are citizens of the same community, like you, after all. Drop in and call on your city manager, alderman, town clerk, assessor. They are pretty fine people as a whole. If they have not done everything we think should have been done, did you ever stop to think maybe nobody told them what we, the people, want? And not only public officials are involved. There are your neighbors. There is always strength in numbers. Get after them. Talk with teachers, public health nurses, doctors, social workers, city planners. They'll give you ideas. There is the local tax association, the women's club, the church society, each trying in its own way to help make that better world we all want. Have you been as active as you might be?

WHAT would you change in your world today? List all your complaints about living in your particular city and neighborhood. Pick them out boldly. Write them down. Weigh them one against the other. Don't be resigned to those ills which you have tolerated for a long time—so long you've become calloused about them. Make your own personal Utopia, on paper for a starter. For you must know what to ask for, before you stand a chance of getting it. When peace comes, when you start afresh, you must know what needs fixing, so the world you and your returning service men are heirs to will be a better world. If it is noise and smoke abatement you want most, put them at the top of your list.

HOW do you start eradicating the flaws in your present-day living? Make no mistake about it, this is the hardest part. It means having knowledge of all that is possible: (*Continued on p.* 93)



1. He offers you something for nothing, or a lot for a little. You should know better, but the temptation's great

2. He flatters you by "letting you in on the ground floor" of a project so lucra tive it has to be kept secret. Naturally

3. He can't stress urgency enough. His [illegible] opportunity of a lifetime. [illegible] always regret it

Remember the Better Business Bureau Slogan:

Before you invest—investigate

Read before you sign

HENLE

3 WAYS TO RECOGNIZE A SWINDLER

Don't be a sucker for the HOUSEHOLD RACKETS

Door-to-door swindlers work a flourishing gyp-trade in house maintenance and household services. Here are a few of the many ways in which they'll try to fleece you—if you fall for them

By Marion Gough

American householders are estimated to pay out many million dollars annually in petty fraud to professional chiselers and gyp artists.

And no small part of this thievery takes place right under our roofs. For a whole army of itinerant racketeers have found that they can swindle householders most profitably by coming up to the front door with their phony bargains in house repairs, grass seed, linoleum, and what-not, and then disappearing into the blue where it's hard for the law to catch up with them. This does not mean, of course, that all firms which solicit business are dishonest, but this method of selling does have an irresistible appeal to schemers.

Better Business Bureaus throughout the country are constantly working to break up their schemes. You are urged to report irregularities and frauds of all kinds to your local Better Business Bureau so that it may bring the gyp artists to justice and warn other communities against similar rackets. Read the Bureau's literature, which will not only help you recognize a shady deal when you come up against it, but will give you a valuable general knowledge of fair trade practice and how to get your money's worth. Booklets available through your local Better Business Bureau are listed on pages 110, 111.

Since most swindlers cultivate the charming approach, exuding an air of confidence and good will, their guile is not always apparent at first glance. Your best defense is to know their little game before they spring it. So that you may spot the itinerant crooks on your doorstep, here are a few of their most recently perpetrated schemes, reported by Better Business Bureaus all over the country. Some are ancient, some brand new, but they all have this in common—if you fall for them, you can't win.

The Show House Scheme

A flattering salesman calls to tell you in great confidence that because you are a prominent, influential member of the community, his firm, which may do painting, roofing, siding, shingling or similar building work, wants to repair and beautify your house as an advertisement, at no cost to you. To be sure, you must sign a contract agreeing to have the work done at a stipulated price, and you must pay what you've agreed upon. But actually the job will cost you nothing because you will receive a handsome commission on every similar job that the firm sells in the neighborhood. And it's a cinch that all the neighbors are going to want their houses to look as beautiful as yours. Decide now or this golden opportunity will go to someone else. You sign the contract in a hurry. Perhaps you even arrange for an FHA loan. When the work is partially completed, you are told that cash is needed for more materials. So, if you will pay now, or—in the case of an FHA loan—if you will just sign a completion note, the job will be finished in jigtime. If you pay cash, kiss your money goodbye. If you sign the note, your goose is likewise cooked, because the note is your acknowledgment that the work has been completed satisfactorily and authorizes the bank to pay the contractor. The swindler collects on your note and quickly decamps, leaving you with a half-finished job and in serious debt to the U. S. A. As for those dreamy commissions, you can forget about them. You'd never have got them anyway.

The Plastic Paint Racket

This new gag cashes in on the public's naïve belief that there's not a thing in the world that plastics can't cure. The salesman, seeing that your house needs a coat of paint, gets his foot in the door and announces that he can sell you the miracle paint of the future. Only it's not a paint but a *liquid plastic*, guaranteed to last the life of the building, (*Continued on page* 107)

July 10, 1944.

Dear E.J.

[illegible], the time [illegible]. West came East for a frantic fort-
[illegible]ht and the twain met--all over town. [illegible] days, brief and
[illegible] counted home barracks bugs full [illegible].



For [illegible] three weeks we lived off [illegible] Dad. [illegible]
the vacuum or wrestle with a sock stretcher or lift finger to [illegible]
towel. Once again I could rumple up my bed freely, relaxed in the
knowledge that it wasn't my worry if the sheet did pull out at the
bottom. Six months ago I would never have recognized such boons.



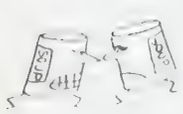
Naturally, during this period of inactivity, I talked an excellent
[illegible] little housekeeper I was extraordinary, I told them, while
[illegible] the maid little tips on better hospital
[illegible] [illegible] [illegible] my silver polish.
corners. I suggested to Mother that she switch to
I warned the laundress about the pitfalls of starching in boiling
water.



It was not until I suggested to Catherine (Mother's beloved cook)
that her rice might be a wee bit fluffier that I over-reached my-
self. Catherine has known me for a long time. "Talk," she said
stolidly. "All the time talk. So tonight you be makin' the dinner.
And take Mr. David into the kitchen with you." David, it seems, had
mentioned at breakfast that at home we warmed our coffee cake.



Trapped we were. We cooked dinner. It was the longest night of my
life. Also the saddest. We started with soup. We combined two
kinds of cans that didn't seem to take to each other. (I know some-
body told me it was a wonderful combination.) The entree was veal
cutlets in tomato sauce, the specialty of the Herrmann maison. Only
that night David burned them while browning and I got the flour
lumpy while thickening the sauce and--well, we had muffins. Muffins
are also our specialty. We've said so, over and over. But we
couldn't find any of our miracle muffin mix in the cupboard and we
couldn't confess our secret at that point, so we tried them straight
out of the cook book.



They were golden brown. Terribly handsome. It was too bad nobody
could lift them.



The peas were beautiful little green bullets. We had to rush them
through because the veal got finished sooner than we had planned and
we didn't want it to dry out.

It did.



The rice? "Fluffy," Catherine said acidly, "like a wet mattress."
Since that evening I have offered nobody advice on anything.

We really had a beautiful time. We did everything we planned to do
and it was even more fun than we had planned it--a very rare coinci-
[illegible] made up for a year of theatre: "Oklahoma," fresh as that
peppermint-striped wallpaper in Sara's apartment; "Carmen Jones,"
reeling with color; and, of course, Margaret Sullavan...I yearn for



(Continued on page 35)

Once again Helen Markel Herrmann, our adopted army bride, has us chuckling over a GI couple's ups and downs. Boasting about dubious housewifely talents can be risky business!



EUGENE HUTCHINSON

BURLINGAME PUBLIC LIBRARY


TIPO

Shall it be . . .
EATING or DINING?

Our swift-tempoed meals, quickly served and scarcely savored, are merely eaten. Resolve to dine leisurely, to serve unhurried courses, to discover the full richness of plain everyday food like meat and potatoes, fruit and cheese

by M. F. K. Fisher
AUTHOR OF "HOW TO COOK A WOLF" AND "THE GASTRONOMICAL ME"

Once on a time and long ago . . . yes, it must be at least three weeks since then . . . an old waiter stood beside my table in a restaurant in San Francisco. He had stood like that at the end of the day, leaning one hand discreetly against the table top under his napkin to ease his feet a bit, for more years than I had lived. He talked about The Fire. He was already a waiter at the Palace then, and as he gossiped in the flat, nervous, sardonic way of his kind, I thought he'd probably looked just about the same in 1906 as he did in 1944: exhausted, ageless.

He hated the crowds and the hurry now, he said, even though he was making big money in tips. "People eat five times as fast, now. That means five tips to the old one," he said. He sounded glum, and scornful, too. "People don't dine any more. They just *eat*."

It was true, I thought, as I looked at the men and women at the other tables. They ate hungrily, hurriedly, with no gleam of interest in their worried faces. They were performing a necessary function, but they were performing it without any grace in them.

It seemed a pity, there in the old-fashioned room with fancy gilded curlicues on the high ceiling, and the smell of fresh crablegs and Rex sole and wine in the air . . . and it is a pity anywhere.

Perhaps it is saddest at home, and most discouraging. I am certain that if I had to cook even one meal a day that was eaten without comment or appreciation or any sign of faint excitement, I'd soon sink into a desperate mope. I'd sigh. I might cry. And I'd wonder what to do to bring my board to life again.

The most obvious remedy is to break away from routine, and serve new things to tease the palate. I'd do that, always with enough moderation to preserve my familiars from a shocked rebellion, for nothing can bring out reactionary tendencies at the table as quickly as too stiff a dose of exotic dishes.

I think I'd change the order of a meal, rather than its content. I'd recall the way a dinner seemed *exciting*, somehow, at Madame Duflos', a students' cafe in Paris, even when it had nothing extraordinary about any part of it. Then I'd decide that if meat and potatoes tasted good enough to dream about at (*Continued on page* 111)



COLOR PHOTOGRAPH BY EMELIE DANIELSON

• The epicure says, "Fate cannot harm me; I have dined today." But it takes time to dine—and a setting that smiles on the calm, unhurried tasting of the juicy beefsteak and the puffy potato. Mrs. Frances T. Heard, HOUSE BEAUTIFUL's Decorating Editor, lays a table to encourage lingering long after the fruit and cheese. It's as simple as the menu, but colored by a brilliant cloth, blue-green glass, and the bold beauty of the flowers on the dinner plates. Dessert is in the basket, tempting the eye, like an old French fruit print come to life. Since the meal is planned in convivial French style, there's wine on the table, an individual flask for every diner. Plates are Cockcroft earthenware, hand-painted in the "Magnolia" pattern, from Carole Stupell, Ltd. Sterling silver, slim-shanked and graceful, is R. Wallace & Sons' "Grand Colonial." Glass mugs for wine and water, from B. Altman & Co., were hand-blown in Mexico. Their handles make them different



4 reasons why you'll never hav

A GOOD LAWN . . .

This is a "terror attack," of course, because you reall can have a good lawn if you go about it right. Every body wants one, since it's the very foundation of garden scheme. But you may fail with yours becaus

By Stephen Kent

1. THE GRADING OR DRAINAGE—OR BOTH—ARE BAD

Ground that slopes too steeply, or is perfectly flat, is bad for lawns. In the one case, t grass washes away. In the other, puddles will rot the grass. Actual hollows aggravate t condition. Improper subsoil, causing underground stagnation is equally bad and harder correct. Poor grading or drainage also often indicate, sometimes create, poor soil.

2. THE TOPSOIL IS TOO SCANT, TOO POOR, OR BOTH

Unless someone stood over the contractor with a gun when the grading was done and t lawn first started, your lawn is probably struggling against the odds of too little tops and soil of low fertility and humus content. In extreme cases, no amount of remedial wo pays out. Then it is better—often cheaper—to "plow under" and start over again.

3. THE GRASS SEED USED IS OF INFERIOR QUALITY

For any permanent lawn planting, anything but the very finest seed, whatever the price, a poor investment. A good lawn costs real money, of which the seed price is but one pa But the seed itself may determine the dollars-and-cents value of the whole outlay. The mi ture, purity, viability, weed-seed content are vital factors. Study the analysis tag.

4. THE MAINTENANCE CHORES ARE NEGLECTED

It may take several years to develop a really fine lawn, but in a matter of weeks, and by few simple but important mistakes, you can ruin the best turf. Maintenance is the lea costly part of the battle. But mowing, watering, feeding, weeding—slighted or wrongl done—can wreck a lawn so fast it will make your head swim—maybe your pocketbook.

WEEDS ARE ALWAYS WITH US. WATCH FOR THESE AND ROOT THEM OUT



Unless the infestation of weeds in your lawn is so bad as to make, say, burning off and rebuilding necessary, hand weeding is still the best treatment. Above: Chickweed, Spotted Spurge



Hand work, with a stiff kitchen knife, or "spot" poisons are best for the perennial plaintai family (Buckhorn, Broadleaf Plaintain above) Cut deep and clean; fill and reseed all hole



Standing water an hour after a rain indicates a poorly draining lawn. Wash-outs occur on too steep slopes. Avoid the former by tile under-drainage or correct grading or both; the latter by terracing or retaining walls. All lawn surfaces should slope slightly toward points where run-off water can be received. Tile drain problems are a professional's dish, likely to be costly.



A good lawn is made up of from one to three dozen separate grass plants per square inch, and grass roots should range in good soil at least 8″ below the surface. That means *good* soil, fertile, well charged with organic matter to hold air and water, well mixed, and well drained below to carry off excess moisture and "inedible" food elements: a real job of garden making.

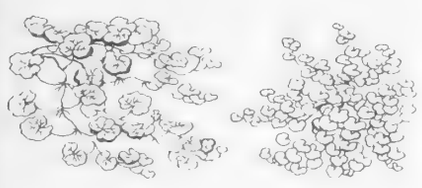


The importance of good seed in lawn building cannot be stressed too strongly. Most weeds are introduced into lawns through top soil and seed. It's hard to control any but the seed angle. At that, even a fine mixture may bring in from 2 to 6 dozen healthy weeds per square foot! Buy the best from a top notch dealer. for either sun or shade as the conditions may indicate.



DRAWING BY HARRIE WOOD

To be brief—and arbitrary: Early September is *the* time to sow a perennial lawn. Sowing is most evenly done with a fertilizer spreader, which is also used to apply complete plant food. Food goes on now, and again as frost emerges from the ground. Hand weeding (see below) begins early. Keep seed moist; soak grass in drought. And mow *long* (1½″ min. height).



Ground Ivy and Pennywort are generally prevalent but not always serious. A stout hand and patience will eliminate incipient infestations. Start right and *keep* the weeds in hand



Dandelions may belong in vegetable rows, but *not* in lawns. Remember, they go to seed (right) very quickly. And they have a tremendous tap root. A knife or weeder must get at least 6"



Who wants to see a picture of Crabgrass? Well, this is the way it develops. Hand pulling, June to early August is still the best control. A finely built lawn is prime anti-weed insurance

COME NOW, MR. GIBBINGS,

—you're really not in earnest. You're not serious when you say that Elsie de Wolfe frustrated American furniture design for fifty years.



By
ALFRED [illegible]

Or that there wasn't a stick of contemporary furniture in the land when the government sought large quantities of it for war housing. Or that the Greek chair called the Klismos is perhaps the most beautiful chair the world has ever seen.

Well, you say so, anyhow, in that effervescent monograph called "Good-bye, Mr. Chippendale," which appeared earlier this year. And because provocative writing about furniture and decoration is so rare, yours has caused quite a stir. Apparently it has put into a helpless rage a considerable number of decorators, retail buyers, furniture manufacturers and even an editor or two. They quiver beneath the sting of its vitriolic pages. They resent the charge that they are panderers to musty old traditions that clutter up homes with useless gimcracks. The culprits, you say, are decorators who remain faithful to antiques as long as they are old enough, or expensive enough. And manufacturers, who keep feeding stores with copies of antiques, mostly bad or indifferent. And, finally, stores and magazines that tell the world about them.

The trouble is, Mr. Robsjohn-Gibbings, that the story is not as simple as all that, and telling just a part of it distorts the whole image. Your book makes me recall seeing a dramatic review in a New York newspaper which contained the sentence, "It certainly cannot be called one of the brilliant new comedies of the season." The next day an advertisement appeared quoting the critic as follows: ". . . one of the brilliant new comedies of the season."

No, Mr. Gibbings, you haven't done anything as dubious as that. It's simply that you're dealing with a story that is the climax of many broad cultural and economic forces and you haven't recognized the presence of *all* of them.

You say, Mr. Gibbings, that Chippendale and Sheraton were shrewd business men who bent a knee to the fashions and fopperies of their age, and who have since been glorified for entirely different reasons. Be that as it may, you give us no word of the simple little man-in-the-street who even then was making London a great metropolis. You trace with a sprightly pen the eccentricities and indulgences of what one might term the "smart set" through three centuries. You attempt to draw conclusions of a broad social nature from the carryings-on of the *haut-mondes*. It is one thing to limn the swashbuckling indulgences of some of America's wealthier families; it is another thing to imply they have had a profound influence in developing the habits and customs of the country. Your diagnosis of what is wrong with American taste seems to me as fallacious as trying to write a history of American manners from a choice seat at the Stork Club.

Mr. Gibbings, you are vastly amusing and entertaining when you remain within your chosen haunts. When you venture into unfamiliar terrain, you give way to indiscretions, such as saying, for example, that not a single piece of furniture has come out of Grand Rapids to indicate that its designers have ever seen contemporary architecture.

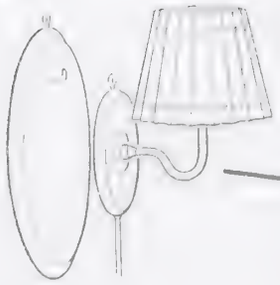
It's simply not so, Mr. Gibbings, and you really ought to leave the custom cabinet-making world for a little while and visit a few factories. Or perhaps you should not have touched upon commercial furniture at all, and just spoken of antiques and the antique trade. But once you did leave antiques, you ran into a story much bigger than the one on which you had started.

Actually we have got most of our ideas of what we want from sources much closer to home than Europe is. If we were influenced by others, we generally knew it and liked the idea. The American heiress *may* be willing to acquire a European husband with a title and a castle that isn't too shopworn. But the average American girl would rather marry the son of the town's richest manufacturer, live in a big house on Grand Avenue, have a grand piano and a tiled bathroom. What Elsie de Wolfe prefers in decoration means very little in her life, and I am sure Miss de Wolfe would agree. But I'm afraid, Mr. Gibbings, you have somehow gained the impression that our tastes derive entirely from percolation trickling down from *(Continued on page 82)*

So your room's a SAD SIGHT!

If the four blank walls of your college room give you the definite glooms, if the place looks as though some *character* lived in it instead of you, don't just sit there! Simply turn the page and see how easy it is to make your little den something that's really sharp

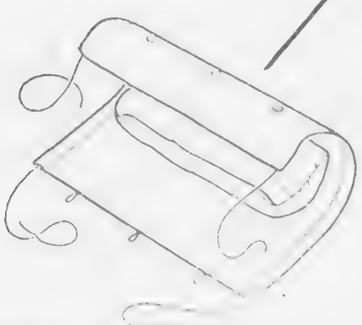




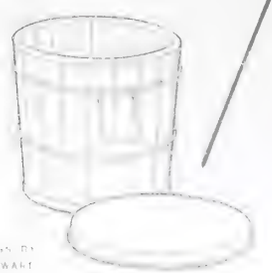
Rules at Bennington say, "No pin-up lamps in plaster walls!" So roommates Suzanne Eckfeldt and Nancy Ring (see them on page 65) pin theirs to bread boards safely hung from ceiling molding



Are you frantic to break the dead white with some gaudy pictures? Try paper pie plates, cut out in center and slapped to the wall with adhesive tape. Paste pictures on plates. Neat and nail-less



Kill that bedroomy look by hiding your pillow in a home-made duffle bag bolster. Roll up the pillow in a flat piece of cloth, button it in place, draw ends together with cord. Hardly any sewing needed



DRAWINGS BY SHOMAN WARE

Where to stow your sweaters, old notes, ice skates, and what have you? Right in a wooden bucket (these cost $1.59) that you have cleverly painted your favorite colors. Then use it as a table



PHOTOGRAPHS BY EMELIE DANIELS



Smoothest trick of the semester in the room of Pat George and Constance McMillan. They upended one of their bureaus onto the other. Result looks like a highboy and saves space



You take one shoebag, costing one buck, cut off the top layer of pockets, and hitch the rest to the back of an armchair where nobody can see. Pin the rest to the arm for a catchall

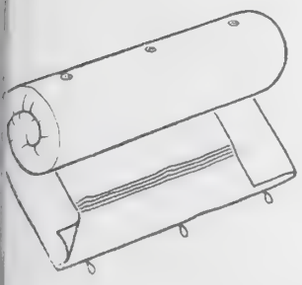
Twist-of-the-wrist stuff makes a college room a SURE WINNER

You don't have to be a killer-diller in the art world, a plutocrat's child or a breaker of house rules to make a college room look human. Here's a slew of decorating ideas—easy, cheap and *legal*

By Sara Little

Did you practically gibber when you first saw the *thing* you have to live in for a whole college year? Ten to one its walls were an unfascinating cream color or a gruesome gray, or maybe a repulsive dead white, and its naked beds and bureaus just sort of stood there. And then when you began to make with the hammer to tack up Charlie's picture, didn't the Head of House taxi in like a B-29 and announce, "No nails in the walls, please!" and proceed to take the rule book from there?

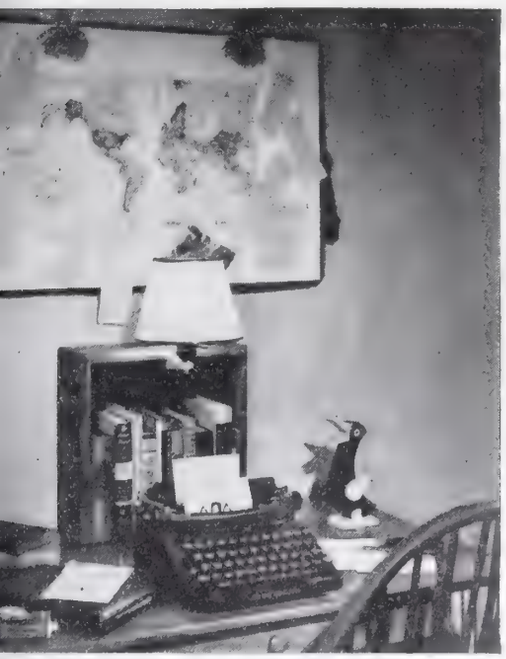
"Egad!" you're probably screaming, "What do I do now?" Well, cast your studious eye on these two pages and you'll see eleven sharp little stunts to put your room right up there on the front burner. HOUSE BEAUTIFUL and the gals at Bennington College whipped them up to turn Sad Sal rooms into dreamgirls. They're all definitely within the law and the allowance, and even a goon could toss them off herself. Honest!



li up your blanket to look like bolster, too. All this dreamy ea takes is a straight piece of bric a little larger than the ded blanket. Lay blanket on th, lap edges, and start rolling



jamas, socks, V-mail from the artthrob, might just as well stuff cushion, only this is a felt en- lope you can whip up yourself. itch sides and tie-cords. Spreads, aperies and rugs, Cabin Craft



the art department, quickly, for a canvas make into your own pin-up board, framed cotton rope and hung from molding by the me. Bookcase is a box, see, and holds lamp



Why let a perfectly good hatbox moulder in the trunk room when it could be making like a table in your little nest? Doris Corn covers hers with a square of felt and a gay bandanna



$2.25 buys a garden trellis. Wheedle the store man to cut it in half, hang one half from molding with cord, and pin up your lamp, pictures, hair flowers. Get a buyer for the rest

You won't have a SPRING GARDEN i

A few—or a few hundred—bulbs won't necessarily make a garden next April. If you'll avoid some of the common planting errors, though, you'll have real beauty in the spring

By Ralph Bailey



HARRIE WOOD

1. Naturalize narcissi and scillas among trees. And don't say you haven't any trees, because you can and should plant some forthwith. Even one tree can be garlanded with bulbs about it's base. And a group, however small, can be made part of the garden—not just the "landscaping"—with bulbs spreading informally, year after year, among the trunks. This goes for lawn trees, too, if care is exercised.

2. "Drift" big and little bulbs among shrubs and rocks. This business of "drifting" bulbs is really a loose combination of the three techniques condemned at the top of the opposite page. It is done, of course, "free hand." Therein lies its charm. Using a modified bowling motion, roll the bulbs on well prepared ground, plant where they fall. See HOUSE BEAUTIFUL's special Bulb Chart, July issue, page 42.

Apparently there is such a thing as killing beauty with t much kindness. It's a kind of slaughter that often tak place in gardens, where beauty is the stock in trade. A among our favorite spring bulbs the casualties are oft especially high. There is probably a reason for this, b there is no excuse. The reason: most spring bulbs are self-sufficient, so specialized in the way they bloom and their innate quality of bloom, as well as in the technique a chronology of their culture, that we treat them as an isolat class of flowers in planning our gardens. Of necessity, spri flowering bulbs are planted in the fall. By midsummer th have disappeared entirely. And come the next fall we take t the bulb question again as if it had little to do with garde ing activities as a whole. Then, too, the fact that spring bul bloom at a time when general garden color is still missin seems to encourage us into isolating that bloom from th generally dreary garden picture. That's why you see so mu of the sort of thing sketched and discussed directly opposit

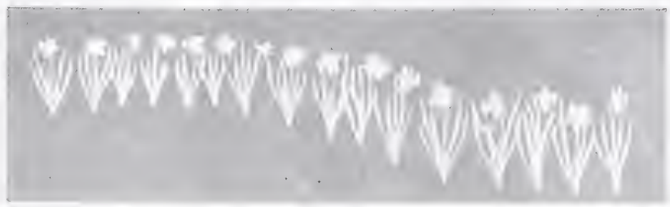
Here, then, is a plea, even in a difficult bulb year, for th restoration of spring flowering bulbs to their eminence prize garden flowers. Plan now, and place your orders ear with a dealer whose reputation is sound. The procedure simple, the result longlasting and rewarding.

HERE ARE 3 WAYS TO BRIN

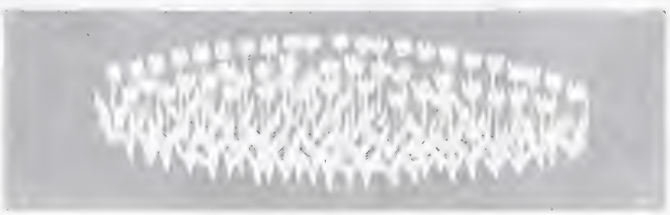


ou don't plan your BULB SHOW now

ON'T plant bulbs in skimpy rows like this. It may ake the postman feel better to come up a walk outlined like an ectric sign, but I doubt it. Even a large number of bulbs used us will make a surprisingly skimpy show and then, like Charles , "be such a long time dying." Stunts like this only emphasize, ot conceal, a garden that's still just beginning to stir in its winter eep. Think twice before you attempt to do it on a small scale.



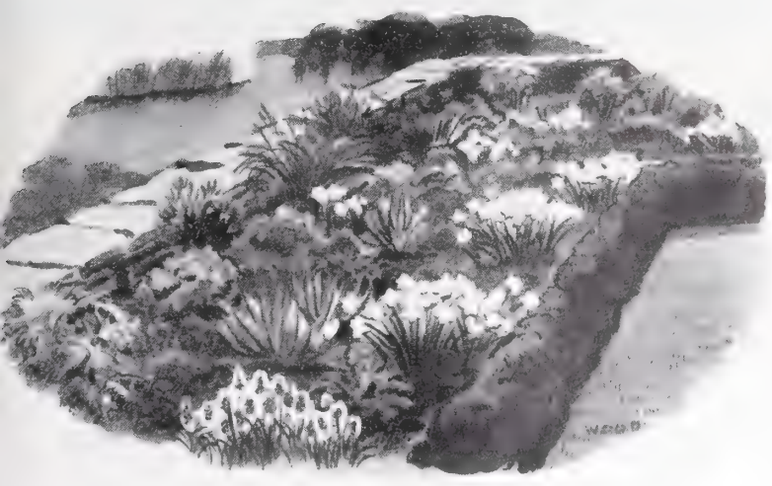
ON'T set your tulips in Pincushion Pattern. Cir- es, oblongs, crescents and stars have no place in a small garden heme anyway. They are simply a high-priced extension of the ess parade idea used in public parks. Occasionally such formal lantings, if followed up by pot-started annuals, make sense on rge, professionally-tended estates. But they should be part of a rmal scheme, with plenty of background lawn to set them off.



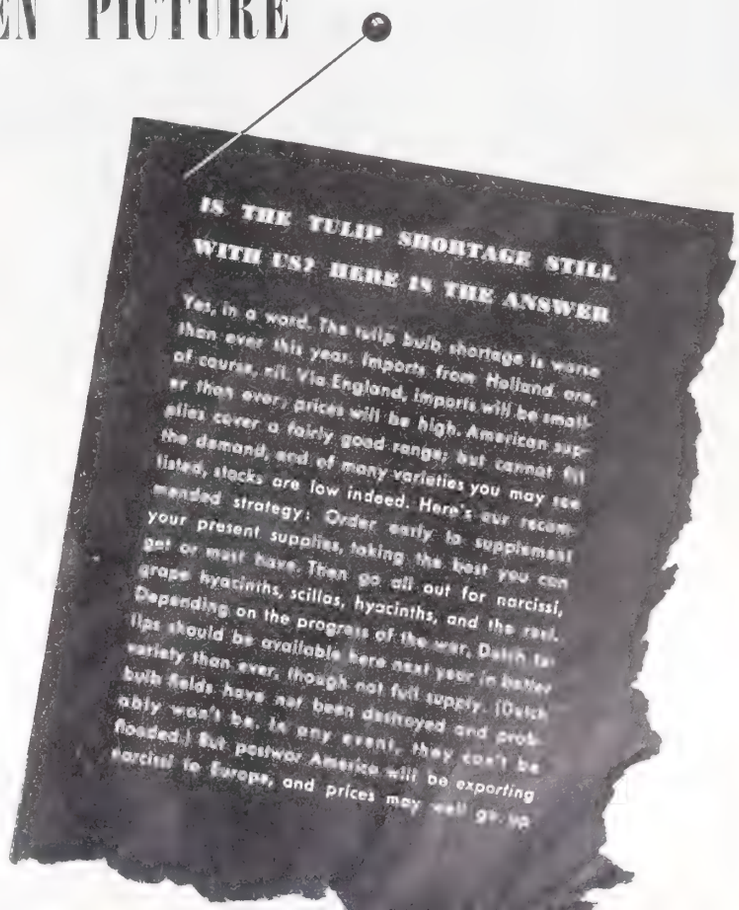
ON'T clump your bulb varieties like table doilies. ave more than one or two types and varieties, of course, and n't scramble them, but mingle and blend types, colors, sizes diciously and informally. For long borders, edgings of a single ariety (grape hyacinths, for example) are good. And the more a given kind and color you can use together, the better the sult, of course. Adapt ideas from the two sketches shown opposite.



SPRING BULBS INTO THE GARDEN PICTURE



3. Make "permanent" planting of tulips and the rest in your perennial borders. If you lack trees, rocks, shrubs enough to suit your purpose—and anyway—include bulbs in your flower borders. Place them where they will supplement early perennial bloom and be followed, when they fade back, by later perennials. Planted deeply (especially in light soil), good bulbs can be left for several years.





Things I wish I had KNOWN

That lawn mowers kill trees, that staked Delphiniums break, that a straight line is the shortest, that flowers are weeds. I know now . . .

That even gently bumping a tree trunk with the lawn mower may mean broken bark later, and maybe a dead tree next year. Now I shall surround lawn trees with a safety saucer of blue stone chips and keep the mower away.

That even careful staking of my best delphinium stalks failed to prevent the wind from snapping them off at the base of the long flower spikes. Now I shall tie the center of the flower spike, too, if it's over 1 ft. long.

That while mice won't eat narcissus bulbs, they will eat tulips that are planted too near the surface. Now I shall get the largest size tulips I can and plant them in good soil almost a foot deep. And the mice (and I, too) will then let them alone.

That almost all insect and disease sprays are corrosive, even to brass and zinc. If I want my sprayer to last the duration I must rinse it thoroughly after each use, dismantle and clean the nozzle, dry it in the sun, and keep it under cover.

That climbing roses bloom far better if the canes are trained horizontally or in figure 8's or spirals rather than straight up. Now I shall retie (what a chore!) all the canes to offer as much horizontal length as possible.

That a good shrub in a good planting hole will always grow bigger and faster than the law allows. Now I've got to spend precious hours transplanting shrubs to intervals I should have allowed in the beginning.

That, while English ivy prefers shade to sun, it will often die of exposure against a north wall. So I shall see to it that at least the roots and lower growth are protected from winter winds and storms by shrub plantings.

That picking faded flowers of perennials is just as important as picking annual blossoms. Next year (when, unlike annuals, the perennials will bloom again) I shall pick the dead ones and keep the live ones coming.

That some flowers are really serious weeds, if you don't keep them in hand. Tradescantia, some penstemons, achillea, anthemis, most shastas, for example, spread like mad. Nicotiana, some violas, plumy bleedingheart self-sow unmercifully. Divide and uproot is the tedious watchword.

That viburnums hate sulphur and sulphur sprays. Perhaps that's why the foliage has burned so badly. I haven't lost the plants, but I've lost a lot of beauty. From now on, no sulphur.

That roses will yield two blooms for every one if you cut properly after the first blooming. Think of all the roses I might have had. Hereafter I'll cut the stems back to the first pair of strong five-part leaves after bloom has faded.

That you can't keep straight border edges straight just by eye or even with a garden line. In the course of a season, the grass roots will upset the apple-cart. So, with steel curbing out for the duration, I've got to sink 1x4 wood strips, nailed to stakes, around straight-sided borders.

That careless removal of faded rhododendron blossoms may decrease or prevent bloom next year. New flower buds are formed directly behind the old clusters, which should be snapped off when partly dry.

That transplanted trees and shrubs can die of thirst a year after they are successfully and carefully moved. Deep watering is vital in dry periods for a season, advisable for two years.

That rabbits make a winter feast of campanula and oriental poppy plants. This winter I shall cover the "evergreen" crowns with chicken wire cages, well pegged down.

That some wisterias will never bloom, no matter what root-pruning or black magic is practised on them. My best bet is to start with a grafted plant bought from a reliable nursery—and be sure.

That mulching plants in winter is done not to protect them from cold but to prevent them from thawing. Every time I apply a winter mulch before the ground is frozen hard and for the duration, I run the risk of losing the plant from rot or suffocation or both.

That gardening is not an exact science, but that until I've mastered the art of it I should follow the rules and "play the averages." Then I can trust that my common sense will be not common, but very special indeed.



A house doesn't have to be born in 194X to look contemporary and contain post-war features. This house, remodeled in Owatonna, Minnesota, just before the war is full of the features home planners will demand in the houses they build or modernize after the war. Study how it was done on the next five pages

After the war . . .

ALL THE GOOD HOUSES WILL NOT BE NEW

You may be able to get a better postwar house for less money by modernizing an existing dwelling than by starting from scratch. Turn the page to see why successful remodeling pays

Don't shelve your house . . .

BECAUSE IT'S OLD

It may have advantages newness could not provide at YOUR price. If bad features can be eliminated, good ones added without prohibitive changes, then remodeling is practical

By Florence Paine

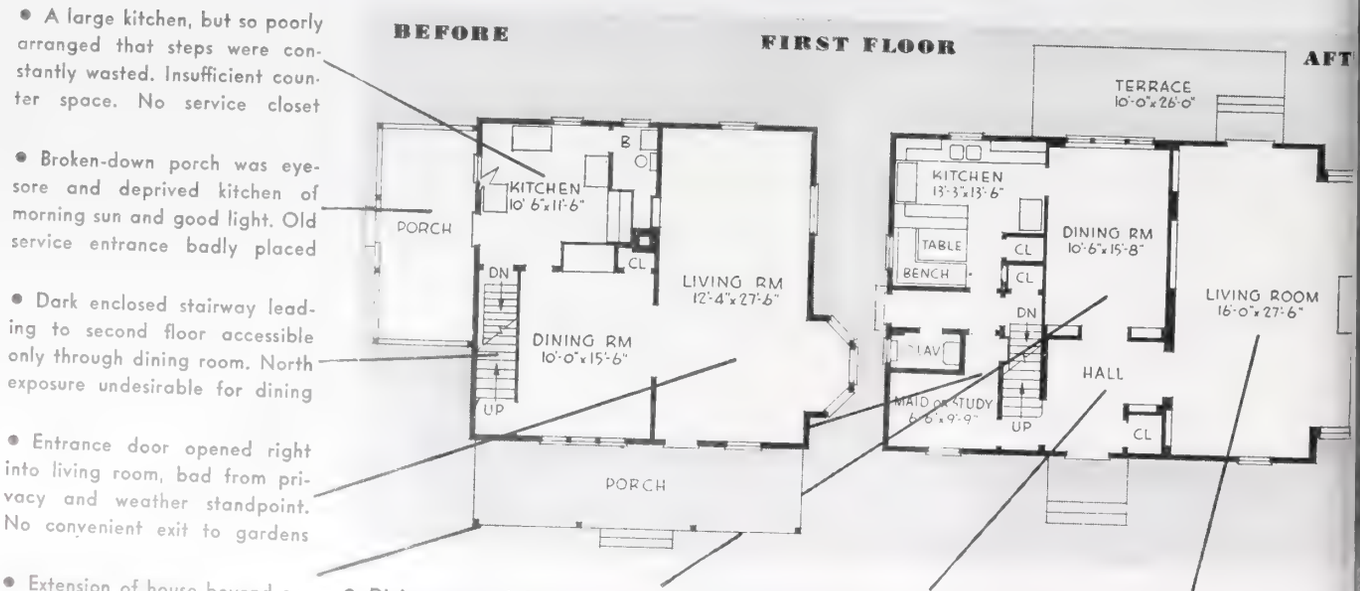
When the principles of good design were applied to the F. Keen Youngs' 60-year-old house in Owatonna, Minnesota, the blatant defects which they had suffered for five years were erased. The result was exterior beauty with a contemporary feeling, and an interior engineered for comfort, ease, and smoothness in living. (See "before" and "after" views, right, and floor plans, below, and following three pages.)

Their old-fashioned house, a replica of thousands of American houses which fail to measure up to present-day living requirements, displayed an imposing array of bad features: insufficient storage space, inadequate closets, no entrance hall, enclosed dark stairway leading to second floor from dining room, no convenient exit to lawns and gardens, poor plumbing, one bathroom, no fireplace, trapdoor arrangement to attic, bad roof line, peeling paint, three sagging porches which stole light from living quarters.

But the Youngs still thought that they could get a *better* house for less money by remodeling than by starting fresh—for several reasons. They had a choice corner site, filled with lovely trees which offered shade, privacy, natural landscaping, features usually only duplicated in exorbitantly priced acreage. Their old-fashioned house was the size they needed for a family of two adults, two children, and a maid. It already had four bedrooms, and could be expanded successfully. Narrow quarter-sawed oak floors in excellent condition and a good dry basement were other plusses.

That they were right is evidenced by a recent appraisal which valued their new house at $1,500 over the cost of the old house, plus remodeling.

But the Youngs knew that a good remodeling job doesn't happen acci- (*Continued on page* 106)



• A large kitchen, but so poorly arranged that steps were constantly wasted. Insufficient counter space. No service closet

• Broken-down porch was eyesore and deprived kitchen of morning sun and good light. Old service entrance badly placed

• Dark enclosed stairway leading to second floor accessible only through dining room. North exposure undesirable for dining

• Entrance door opened right into living room, bad from privacy and weather standpoint. No convenient exit to gardens

• Extension of house beyond original stairway, [illegible] maid's room, downstairs bath, service door and hallway, better kitchen

• Dining room shifted to south side for better light, air, now faces cement terrace. Has good wall spaces, good cupboards

• Desirable central entrance hall leads to second floor, living room, dining room, maid's room. Insures privacy, offers closet, too

• Glass areas on south and west walls increased to benefit by fine exposures. Living room away from service functions

HEDRICH-BLESSING STUDIO





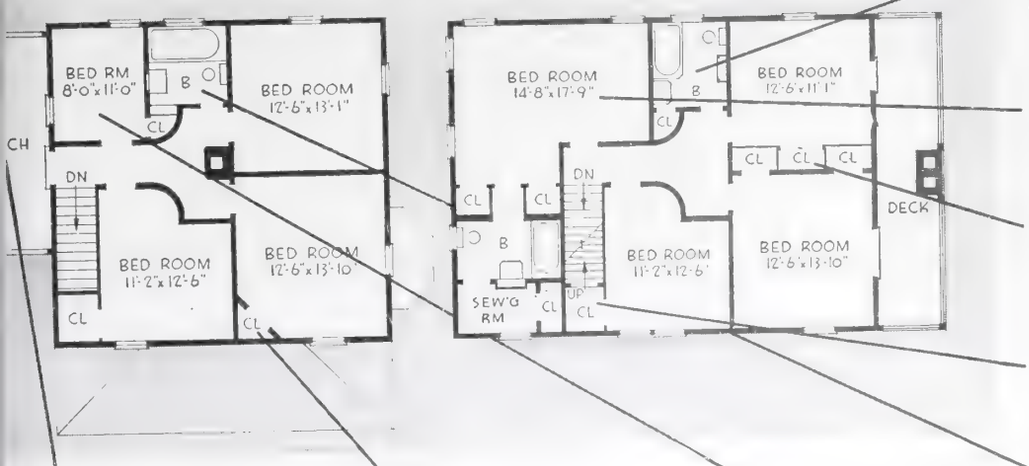
signs of age dropped away when ee sagging porches were removed, oof with better lines was added, cedar ngles were applied in wide courses over siding, and given one coat of pink nt. New wide front door was centered cefully between enlarged windows ck and huge glass bays flanking chim- give the house a contemporary feeling.





ear grounds facing sunny south, ndeveloped because old house had no tisfactory exit. Conversion brought fine utdoor living area, easily reached by new rench doors in living room. Rear win- ows enlarged to benefit by fine exposures. iving room, dining room, kitchen all face outh. House screens outdoor terrace from ndesirable cold north winds, street noises.

DRE **SECOND FLOOR** **AFTER**



• Old porch was nice for sleeping but solved no space or storage problem, occupied ideal spot for master bedroom

• Storage space was deplorable in old house. Three bedrooms had only small corner closets. One bedroom had none at all

• Second floor poorly planned in old house. Best exposure on southeast occupied by tiny bedroom too small for comfort

• Only one bathroom to serve four people and tub under window, which is bad. "After": bath same size but tub shifted

• Enough baths: one in hall, accessible to each bedroom; other off master bedroom. Built-in clothes chute, bathroom closet

• Master bedroom removed to quiet, choice southeast exposure. Commodious closets extend to ceiling. Note new sewing room

• Enlargement and good planning allowed eight closets on second floor without loss of precious wall space for furniture

• Attic storage room 12' by 26' gained by remodeling, reached by new stairway in closet of bedroom, rather than trapdoor



Intelligent use of space multiplies storage facilities. The Youngs doubled space for china and glassware by recessing cupboards on both sides of dining archway instead of building a corner cupboard. When they added a much-needed central hall, they made it more than a passageway by building in several bookshelves.



Bigger glass areas bring the outdoors in, give the house a more open, close-to-earth feeling. Such large expanses of glass as this picture window covering virtually the entire south wall of dining room were practical, despite extremely cold Minnesota winters because all windows in the house are really insulated glass areas, equipped with year-round double glazing. The dead air spaces so created are equally effective at barring the entrance of heat in summer preventing its escape in winter. Window looks on terrace.

8 changes for the better through GOOD



New front hall provides privacy sadly lacking in old house where front door opened directly into living room. Central placement makes hall convenient traffic lane to dining room, living room, maid's room, and stairway to second floor, without need of passing through any one room to reach another. Hall provides coat closet.



Outdoor living areas now accessible right from living room. French doors were the answer to developing the beautiful grounds in rear of the Young house, which were not fully enjoyed before remodeling, because only exit was near kitchen door. Doors now lead to cement terrace which commands a view across an unbroken lawn to a row of five beautiful cedars, is shaded during the day by large elm and maple trees. Choice grounds were one principal advantage of the "before" house which fostered remodeling.



he fireplace and flanking bays (there's a matching bay left) give est wall of enlarged living room balance and structural beauty, quite cking in the "before" house with its off-center bay. Corner windows are ationary because ventilation is adequate without them. Second floor deck erhang shades bays from intense summer sun and glare, making glass cur- ins unnecessary. Mrs. Young has kept the furnishings on this wall simple set off to best advantage a very fine and unusual architectural structure.



More efficient kitchen because of better arrangement and improved lighting. Sink was shifted to south wall under window where light is best. Cove lighting over sink and range supply diffused, glareless light. Fluorescent lighting under cupboard illuminates work counters. Over-size knobs glamorize ready-made cabinets.

PLANNING

These interior views of the F. Keen Young remodeled house prove that it's possible to have the features most people want in postwar houses without buying the latest model



Built-ins that are decorative as well as utilitarian. A family of four can never have enough places to put books and miscellany. Recessed shelves on the living room wall opposite fireplace serve several purposes. They form a nice setting for books, and Mrs. Young's interesting collection of old blue and rose glassware. Note that built-ins don't interfere with easy furniture placement either, but create a charming background for the Victorian grouping. Three walls are covered with bold striped rose and dusty pink paper.



Breakfast nook table integrated with counters saves space. Hinged table top folds up against overhead cupboards, thus providing dining facilities for four in minimum space. Covers on built-in seat also hinged to allow easier passage to inner side of table. Trap door in platform riser of breakfast nook opens to dust chute.



THREE PHOTOGRAPHS BY HEDRICH-BLESSING STUDIO

Better Light and Air. Old windows were replaced by larger double-hung windows. Double glazing prevents passage of heat through glass. Windows are sealed with metal weatherstripping to prevent leaks at joints. Corner window permits both south and east exposures. Room has four windows, but furniture placement is still good



Better Room Orientation. The maid's room, born when the house was enlarged, is ideally located on first floor, near front entrance door, service door, kitchen, stairways to basement and second floor, and downstairs bath (see "after" floor plan). It was furnished as a study for family use in maidless times.

Remodeling gave them MORE OF EVERYTHING

FREE LANCE PHOTOGRAPHERS' GUILD



More and Better Storage Space. Built-in deep cupboards extending to ceiling in master bedroom hold blankets and bulky, infrequently used articles. Such wise use of space ordinarily wasted over doors, closets, windows leaves more room in bureau drawers for everyday needs. Such closets can be installed in any room by creating a deep reveal. Here the closets flank the door leading to the master bathroom



More Unbroken Wall Space for Easy Furniture Placement. Despite increased closets, larger and more windows, all rooms have good space for arranging furniture attractively. Guest room has almost 14 feet of unbroken wall space for twin beds and night tables. Note window set low to floor to give better view of lawns. One maple spool bed with identical head and foot boards produced the twin beds

The world's busy Spots



L O N D O N

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There are many famous busy spots but we are concerned with one most people take for granted — the kitchen. Even the most alert housewife would be amazed at the number and variety of tasks performed at the kitchen sink alone. • It is wise to plan now, leisurely, for that American Kitchen, your American Kitchen...bright... cheerful...with all-metal equipment...with matching sinks and cabinets...with three convenient work-centers (1) for Storage; (2) for Cooking and Serving; (3) for Preparation, Dishwashing and Cleaning. • Ask your department store or specialty dealer now for the nearest date of delivery of American Central kitchen equipment.

American KITCHENS

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You would enjoy a visit to Greenland. . . . A land of unusual beauty and the midnight sun. The people there are friendly, pleasant and honest, awakening with ever-increasing speed to the features of the civilization we enjoy. . . . Greenland is a World Neighbor and the incidents that were once of only local importance are now of international concern. The best and easiest way to have a ringside seat to the history making events of *any* country is with shortwave radio, because with it you can tune anywhere in the world almost instantaneously. . . . Your postwar Hallicrafters Radio will be a superb instrument — the world's best shortwave receiver. The result of over eighty million dollars of war research and manufacturing development, you will be able to tune in on any World Neighbor simply by turning a dial.

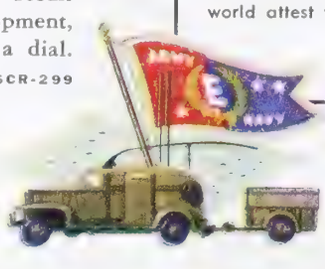
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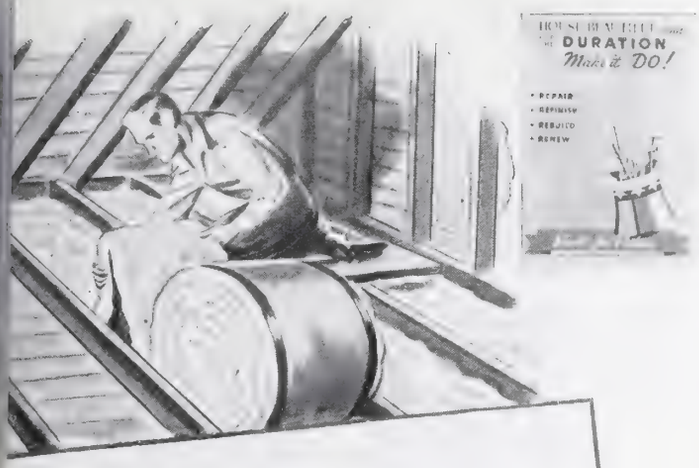


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DON'T THROW PRECIOUS HEAT AWAY

Place fuel orders now, avoid delays, disappointments later. Then heat-seal your house to stretch what you can get

hot, muggy August day the mory of hugging the fireplace nter to gather any vestige of eems dim and unbelievable. the cold facts offer no prom- any increase in fuel for civil- nsumption this year—whether s, oil or coal. Supplies will be —if not shorter than last year. you would keep even reason- warm next winter on what you t, winterizing is a must.

tip top of your house comes nder your winterizing eye. that avenue of heat loss is tightly, some 30% of fuel e saved.

st inexpensive and effective stop this flagrant heat waste insulate attic floor, if unfin- , or the roof rafters, if space is used. Perhaps the easiest for ouseholder to handle are in- ng blankets which fit snugly en floor joists and rafters, un- asily, and can be cut any de- length. Blankets may be of cot- wood fibers, or mineral wool. e side of the blanket should heavy-treated building paper. your insulation choice may be ill type which consists of pow- d, granulated, or shredded ma- ls, packed in bulk or "bat" . This fill type insulation can also be blown into the side walls of existing houses. Insulation comes by the yard, too, in rigid boards, if you're finishing unused attic space.

You're not through in the upper regions, though, until you've examined your roof for leaks. Loose shingles or defective roofs can take unnecessary toll of heat, when roofing materials are available despite wartime demands.

Next, to the basement! Your heating plant isn't geared for most economical operation until it's clean, defective parts are repaired or replaced, and flue passages open. Drafts, regulators, controls serviced by a heating expert may mean a daily saving of fuel, which would add up considerably during the season. Begin at the basement, too, and check air leaks around window and door frames. Fill these gaps with a flexible caulking compound. Weatherstripping is another powerful weapon to keep heat from escaping around doors and windows. And order storm windows and doors, to prevent heat loss directly through the glass.

Sounds like a colossal program? But next winter when the thermostat's set at 65° F. or less and your teeth aren't chattering, you'll bless yourself for such foresight!

Furniture by TOMLINSON

To Keep You a Bride All Your Life Through



Young ~ Dramatic Cinderella Rooms*

Rooms designed to hold their beauty~in taste and quality. . . Shown is the Bride's room~surprise of the year. Space-saving, beautiful! . . The luxurious bed is actually two free-swinging twin-size beds attached to an upholstered headboard. The lovely 5½ ft. mirror-topped vanity conceals drawer space equal to a full-size bureau and a dressing table, plus additional accessory shelves. Add companionable bedside tables. . . Exquisite, practical~*for a lifetime of pleasure.*

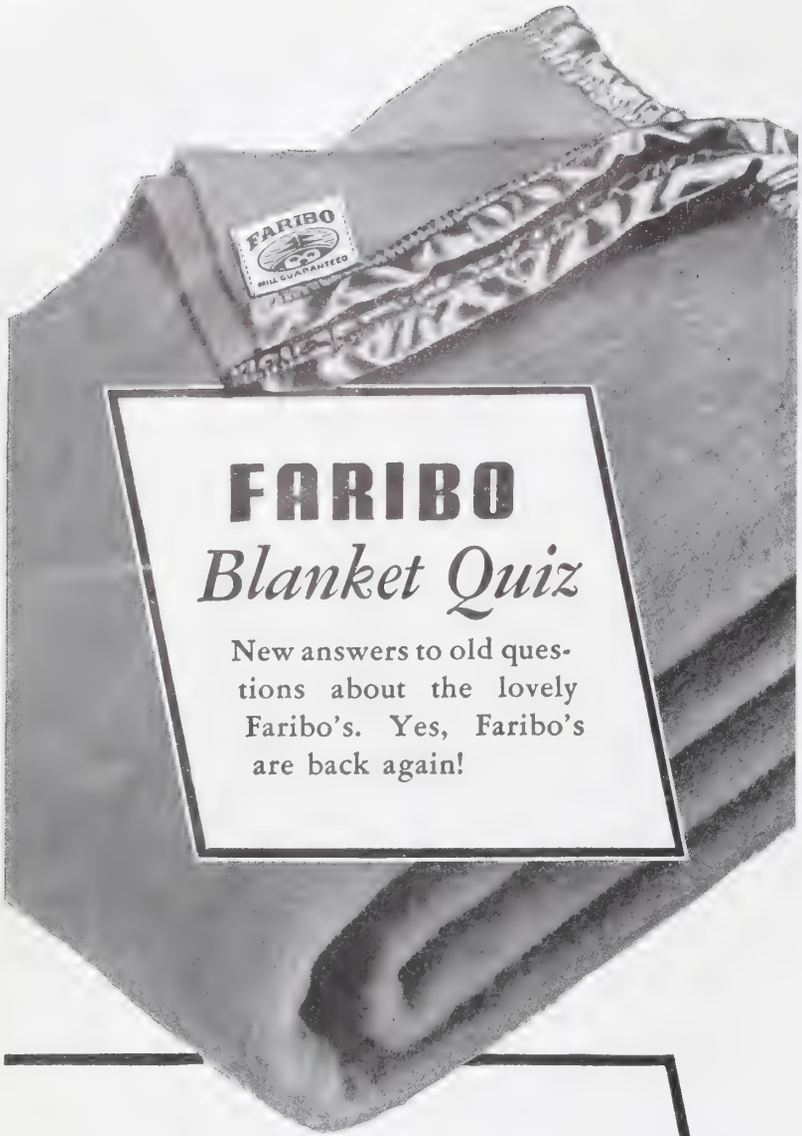
*Reg. U. S. Pat. Off.

A SEAL OF SATISFACTION TOMLINSON QUALITY SINCE 1854 MERCHANDISE

Write for the new book in full color, "Your Cinderella Rooms", enclosing 15¢ for mailing. . . And request the name of your nearest fine store carrying FURNITURE BY TOMLINSON.

TOMLINSON of HIGH POINT

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FARIBO
Blanket Quiz

New answers to old questions about the lovely Faribo's. Yes, Faribo's are back again!

Q. Can I really buy an all-wool Faribo blanket again—the kind they made before the war?

A. *You certainly can!*

Q. But are these Faribo's just as deep-napped and soft and warm as before?

A. *Definitely!*

Q. And does my favorite department store have them?

A. *It does!*

Q. In other words, I can start right away putting Faribo beauty back into my bedrooms?

A. *That's exactly what we mean!*

FARIBO WOOLEN MILLS
FARIBAULT • • • MINNESOTA



DRAWING BY
DELYS WALL

Is your taste CONSISTENT?

By Agnes Rothery

Author of "A Fitting Habitation"

I WAS making a first call on a newcomer to our neighborhood, and, as I was shown into the exquisite drawing-room, I had a few moments of waiting in which to savor the nuances of its subtle tones, the refinement of its draperies and furniture. Whether its mistress had been her own decorator or hired a professional, the effect was that of a spring garden with the first blossoms beginning to shake out their petals in the dew of morning. A fire of small birch logs burned gently beneath the pale green mantelpiece with a shadowy pastel portrait hanging above it.

I had met the newcomer once or twice before and remembered her as so agreeable that I had hastened to make this call. Now, as she made her brisk entrance, I was astonished to see that she must have gained about forty pounds—good, firm, healthy pounds, generously distributed front, back, and sidewise.

She wore a well-cut tweed skirt and a superbly fashioned red-brown sweater and her hair had that galvanic spring that gives every indication of undue energy.

She shook my hand hea yanked the bell-pull to anno that we could do with some freshment, and gave the fire a orous whack. The room bec pallid. Merely by breathing sucked the fragile charm out The filmy draperies hung limp.

It took me several moment realize that she hadn't gained pounds, that she wasn't any dynamic than when I had first her at an outdoor party on a and breezy terrace. I knew that a decorator had done room and had forgotten its pr pal feature—its occupant.

After I left, I pondered the ter. I pictured my hostess in a h some paneled room, set off by b in dark leather and gold bindi framed by curtains of autu richness. I pictured her stand her feet a trifle wide apart, be a blaze of massive logs which could whack with impunity. tweeds she was obviously addi to would be harmoniously righ a deep leather armchair.

The more I thought about it more the anachronism grew. W ever the season—for in summer would be clad in tailored p

rkskin, I was sure — she pulverize the softly hushed hich sighed for muslin and Whatever the hour, she room would wreak mutual upon each other, for in ning she would wear red or heavy black brocade with dous costume jewelry. In had so seen her and thought pressive and attractive.

DERING still, as I trudged eward, I recalled that it is not ient for people who have nt taste along one special- ne to reveal horrifying lack ong a line which runs closely l. The young girl who sets a high value on freshness aintiness that she would per- ther than wear a soiled and ed blouse, will trot out a which is wrinkled with age, nothing of having been de- y soiled in the first place. woman who works miracles her flower arrangements will a flowered hat which is a . It might seem almost im- le to keep adjoining com- ients so hermetically sealed contact with one another, but d many people achieve it. tweedy hostess knew her She dressed suitably and becomingly for her age, her physique, her purse, and her activities, but she had no instinct for other contributing factors.

Perhaps it wasn't instinct after all. Perhaps she had consciously worked out what is called the "clothes problem" until her style had become both natural and authoritative. At any rate, she was entirely successful in turning herself out effectively and pleasingly. But when it came to her setting, she had either never considered it at all, handing it over to a professional, or had merely copied it wholesale from a stage scene, or a picture, or some one else's home she had once seen and liked.

Ah ha! This might be the answer! Her clothes expressed herself. Her room expressed nothing but a passing—and in this instance —an incongruous whim.

Few people are born with such unerring good taste that it permeates into every cranny and niche of their lives. There are gaps and lapses in most of us.

But good taste is a quality which can be cultivated. To cultivate it does not mean copying a model. It implies studying the model and adapting it to one's purpose and individuality. Selection, elimination,

(*Continued on next page*)

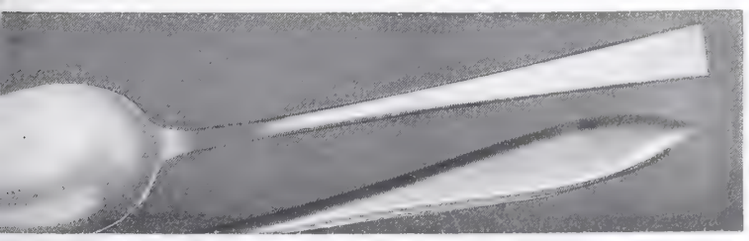


'Golden-hued Dirilyte

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Begin to plan, now—write for the Dirilyte booklet, to:
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Dirilyte – Reg. U. S. Pat. Off.



Hands like *yours* are needed to win the war!



The more women at war
..the sooner we'll win



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A million pairs of hands are needed. Hands now at leisure. Hands of women with grown children, 14 or over . . . or with no children to keep them busy at home.

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A million jobs are calling, imploring. There simply aren't enough men to do them all and fight the war, too.

Fill one of them won't you? You'll find time for pleasure, too . . . and enjoy it the more for knowing that, first, you've done what needs doing most.

P. S. And when it's time for tea or bridge or luncheon, it's time for Fostoria Crystal to sparkle up the setting with its loveliness.

Lovely Fostoria *Crystal*

MADE IN U.S.A.

FOSTORIA GLASS COMPANY . . . . MOUNDSVILLE, W. VA.

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suitability must be practiced assiduously in all the arts, and creating a background is an art.

"What a darling window," murmurs a woman, tearing a picture out of a magazine and filing it away against a time when the new house will be built or the old one remodeled. It may be a darling window, but nevertheless it may look like fury in another façade. The chances are it will, if she merely copies instead of carefully considering.

House, clothes, garden, superficial decorum and fundamental behavior—when these are the honest expression of one's perso they are in good taste, and combine into an integral which enhances that perso

I HAD reached home by this During my walk I had, turn for her hospitality, str my cordial and unsuspecting tess to her bones—well, at le the flesh which so comfortabl cased them—torn down her and rebuilt it, redecorated drawing room, and would, if chanced to meet him, reconstr her husband and doubtless re cated her children.

Well, now—is that really taste? Tsk! tsk!

COME NOW, MR. GIBBINGS

CONTINUED FROM PAGE 64

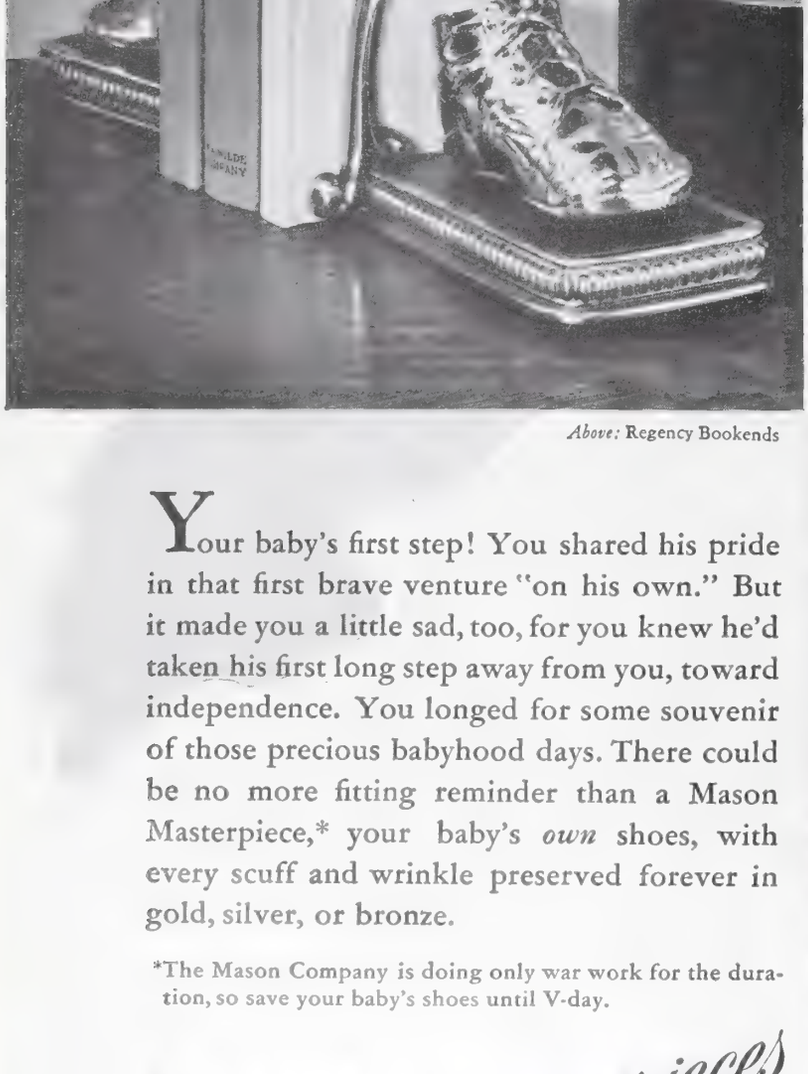
this *haut-monde* upper crust. That's not so, for the largest percentage of it grows right up out of our native soil.

Some day somebody is going to write a book about furniture and decoration that starts with the year 1925. For that was a supremely important year in the evolution of American taste. It was then that the Metropolitan Museum of Art opened its Early American wing. And it was then, too, that the far-flung exposition of modern orative arts was staged in P These presentations launched opposing trends that are stil fluencing us. The first started niture manufacturers along road of duplicating or adap models of the past; the second n us aware that a brand new i in design has begun to crystal

Before that, commercial f

THE LONGEST STEP OF ALL





Above: Regency Bookends

Your baby's first step! You shared his pride in that first brave venture "on his own." But it made you a little sad, too, for you knew he'd taken his first long step away from you, toward independence. You longed for some souvenir of those precious babyhood days. There could be no more fitting reminder than a Mason Masterpiece,* your baby's *own* shoes, with every scuff and wrinkle preserved forever in gold, silver, or bronze.

*The Mason Company is doing only war work for the duration, so save your baby's shoes until V-day.

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Column Bookends



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e was, in the main, neither fish n fowl. That is to say, it was n her period-minded nor modern. f carried such descriptive labels a mission oak or butt walnut. ce then, more and more persons e cast their votes for either the t ditional or the contemporary, so t t the nondescript type has been ng ground steadily. It's a slow cess, of course, and Mr. Gib- gs is not very accurate when says that ninety per cent of our niture is copied from antiques. e figure is much smaller than t. I doubt, in fact, if it will r grow to such proportions be- use it seems clear that postwar nerica will veer more and more ward modern furniture, and period nishings will recede rather than in ground from here on.

One thing stands clearly re- alled, however, to anyone who has idied the changes in the Amer- n home since 1925, and that is it there is a heightened appre- tion on the part of the average nerican for home furnishings of od taste, whether they be period modern. This improvement is attributable, to a large degree, to the earnest work and collaboration on the part of designers, manufacturers, retailers, and the magazines. Somehow Mr. Gibbings overlooks that fact in his impatience to get on with his cause.

Mr. Gibbings himself is a gifted designer of luxuriously modern interiors. His style is a curiously individual one, so that his public appearance as a crusading knight charging a creaky, antique windmill must have startled some others who have long championed the Modern cause. They were not quite sure he was one of them, for his work has often been in a vein not commonly associated with Modern.

But then the term "modern" means many things to many people. Some continue to visualize it as construing nothing so much as an overscaled, low-slung clumsy club chair covered with leopard skin; or tubular metal combined with synthetic leather. Actually it is a plastic and versatile style, capable of many expressions. Mr. Gibbings' own style at times has displayed a

(*Continued on next page*)

REMEMBER CHRISTMAS MAIL MONTH

Mail his overseas Christmas package between September 15 and October 15 so he'll have it Christmas Day. Keep within maximum size . . . wrap securely . . . address clearly . . . and don't send perishables

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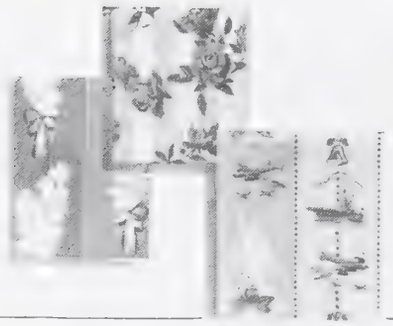
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conscious kinship to Etruscan or Grecian traditions. Yet he pays outspoken homage to the stark, functional beauty of the TVA dams, and sees in them, above all else, symbols from which our future architecture and design must spring. Perhaps his newer work will show him breaking more sharply with the past.

If so, he will merely be demonstrating anew that art is dynamic and not static. Certainly all who have been on the Modern bandwagon since the 1920's will agree with Mr. Gibbings that all good Modern has a common bond: its materials are honestly and properly used, its purpose is clear, its design so conceived as to facilitate sound, practical service today.

Since "Goodbye Mr. Chippendale" appeared, the controversy as to whether Modern will supersede Period furnishings seems to have sprung up again. It is a futile discussion. Modern will reach out in all directions, so that some of it will be closely endowed with traditional qualities, obscuring the line between the two. They will live side by side, with the Modern note dominant. A good deal of it will, I am afraid, be a far cry from the philosophy and logic that firs gave birth to the movement. Y those who will want their Moder pure will be able to get it, as was first conceived by the founde of the school, and that can mea Louis Sullivan or Frank Lloy Wright in this country, or J. Oud, Mies van der Rohe, Gropiu or Le Corbusier in Europe.

To Mr. Gibbings goes at lea my vote of thanks for a scintilla ing and witty discourse tha cleared the air of much of th artificial nonsense that has come t surround a portion of the worl addressed to fashions in decoratio His derisive ridicule should de stroy once and for all the ludicrou mannerisms that crowd that seg ment of the scene. I disagree wit him, not in his advocacy of th truths that underlie the Moder movement, but in the importanc he seems to attribute to certai personalities in shaping our taste Those on the Modern bandwago who have preached for year against the retention of other-er furniture styles will welcome Mr Gibbings as an articulate and abl designer and spokesman. If h hadn't already climbed on th bandwagon, when we had ou head turned, we'd certainly say "Jump on, Mr. Gibbings."



There are many ways to do it. Hundreds of women in 44 states gave us their ideas on window decoration recently.

If you'd like the combined result of their thinking, write or ask your dealer for "Five Steps to Window Beauty," a FREE, attractive 20-page booklet which tells you how to decorate your windows to suit your rooms and your taste. It describes the use of Festoon Rings (favorite of 4 out of 10 women), Wood Cornices (which 3 in 10 liked best), two types of Swinging Cranes, and Wood Pole Sets. It also tells how to use Traverse Draw Fixtures for unusual beauty and convenience. And it includes practical ideas that will save you time and money.

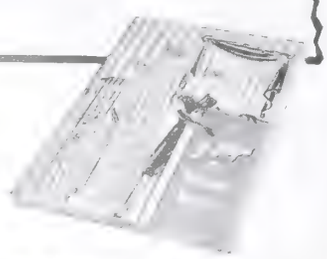
Some Judd Fixtures are available now, at your dealers. Others will be, when Victory releases metals. You can plan now . . . perhaps even redecorate. So see your dealer or use the coupon. Get the facts, today.

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Webster, Mass. · New York, N. Y.

BUY U. S. WAR BONDS AND STAMPS

DEAR E. G.

CONTINUED FROM PAGE 58

th gamin haircut, but David is sty. Which reminds me—he discovered some appallingly free wh e I did in college and wonders wh ther you know an aesthetic publi er for them, the opus to be ti d Verse of the Toitle.

As I was saying, we had fun. W heard some fine boogie-woogie d n in the Village (we're taki our jazz straight these days. n llectual as all get-out), and w t uptown for the Gershwin con c , with the stars hanging high o r C. C. N. Y. I'd rather listen t nusic on those 65¢ stone slabs a he Stadium than in Carnegie's c licest plush.



We took a buggy ride through Ctral Park—two, in fact—one l day and one by night. Strange at a difference light makes. By o the park looked like an Ameri n primitive, very prim and green a l static. And by night, with the moon doodling on the 72nd Street lake, like something out of "Graustark."



What a wonderful park that is. A red-headed little boy with a green sailboat let us sail it on the toy lake over by the zoo. Then we watched the sea lions sunbathe, and we fed peanuts to a one-eyed squirrel. That was a very good day.

I'm sorry I left before you returned from that Chicago trek. I planned to stay on two weeks after David left. But after five days I got a deathless wire from him: MY MURPHY BED MISSES YOUR MURPHY BED. IT IS LONELY DOWN ALL BY ITSELF ME TOO. So I wangled a reservation and went home.

Gotta go run up a little dinner. Veal cutlet, if you must know, with tomato sauce. This time it'll work. We're home again.

Love,

Helen



he blondness of bamboo... the eenness of growing plants... and gainst them a color-rich rug deigned by Deltox. Where could you nd a smarter finishing touch for a ay-'n-putter room? And where ould you find a rug easier to clean? eltox rugs have no nap to pick up rt, and how their hardy Kraft fiber resists wear! Most of them are reversible, too. If your Deltox dealer can't give you a Deltox right now, ask him how to make your present rugs last until he can!

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How to PREPARE BOTTLES for traveling



DRAWING BY MARY MAGILL G

Many a week-end has been ruined because medicine spilled all over the contents of a suitcase. Seal all traveling bottles and avoid such mishaps

THAT same paraffin you use to seal your jellies and preserves can perform the same function in keeping your precious perfumes, medicines, leg lotion, and other cosmetics from dripping while in transit. Put a cake of paraffin in an old saucepan over a very low flame, and watch carefully to avoid fireworks. Screw tops tightly on bottles, or tighten corks. When paraffin has completely melted, tip saucepan so that liquid will be quite deep and dip your tightly closed bottles into the melted liquid. Or you can hold the bottles sideways over the saucepan a spoon the hot paraffin over the t until they're covered. If you done a thorough job, the s won't be broken until you pu ture it with the sharp point o nail file at the end of the journ and think how many moments wondering what was transpiri in your jiggling suitcase or tru will be avoided.

For the return trip, tuck a can in your suitcase. When it's time pack for home, light the can and hold it over the bottle t that you want to seal.

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84 PROO



How to WASH BLANKETS and keep them fluffy

Wool blankets are precious commodities. Treat them as gently as baby when you wash them. Avoid hot water which shrinks and flattens fibers

ETHER you're washing nkets in a washtub or me- al washer, the rules are the same. The wash and water should be *soft* and The suds should be thick, neutral soap. The action be gentle, about 3 minutes washer. If you're hand-wash- losh the suds through and h. *Never rub.* Wash blankets soil is so deeply imbedded t takes drastic measures to e. If bindings are badly pre-treat them with suds. Pre-treat spots on blankets also. Then wash. Rinse twice to insure complete soap removal, as soap in fibers flattens them. Have wringer loose so fibers won't mat. If rinsing with spinner, leave blanket in but a few minutes. Otherwise, fibers will pack down and stiffen.

Dry blankets in the shade over parallel lines with binding down. When partially dry, ask someone to shake blanket vigorously with you. This helps to raise nap. When completely dry, spread out flat and brush *both* sides against the nap.



TREAMLINE ODERN . . .

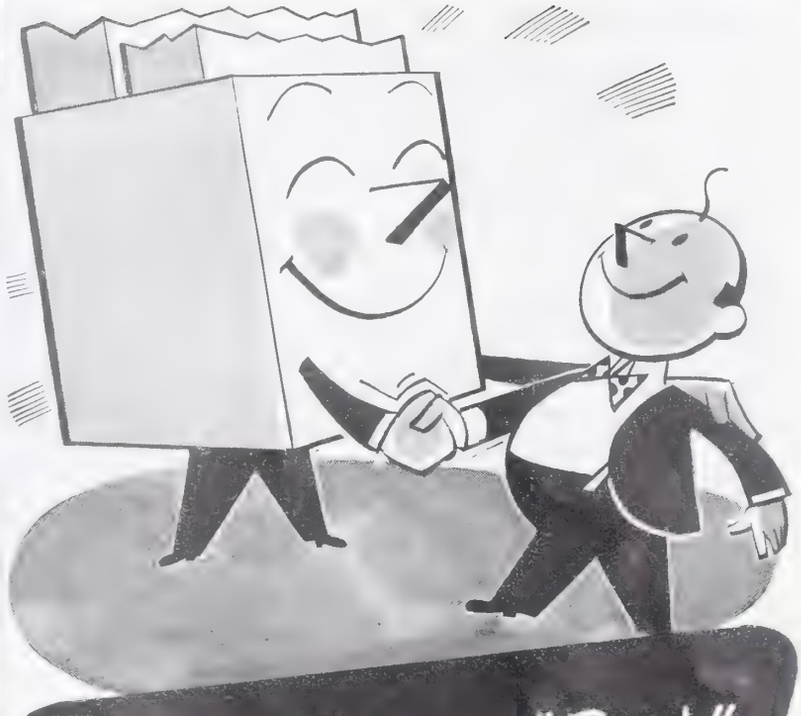
IT'S simple to create smart, livable rooms with Heywood-Wakefield Streamline Modern. This charming, practical, well-styled furniture adapts itself to your decorative schemes . . . to your ideas of gracious living.

● Heywood-Wakefield Modern is available in limited quantities just now. After the war you can buy this graceful furniture for every room in the home. Remember only Heywood-Wakefield makes Streamline Modern styled by America's foremost designers!

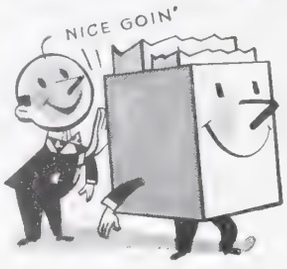
EYWOOD-WAKEFIELD

GARDNER, MASSACHUSETTS

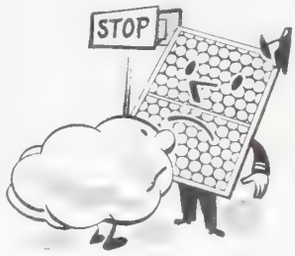
INE FURNITURE SINCE 1826



Give your furnace a "Break" and *save fuel* this winter!



1 **Your forced**-warm-air furnace, as you well know, can provide plenty of clean, thrifty heat. But, to do so, it must have *clean filters* because . . .



2 **These air filters,** in time, become clogged with dust from the air. This retards the flow of warm air to your rooms. You're chilly. Fuel is wasted.



3 **With clean filters** installed, you again get lots of heat with a minimum of fuel. What's more, the filters trap excess dirt. Keep it from soiling walls, draperies, furnishings.



4 Start the heating season with new Dust-Stop* Air Filters! Manufacturers have chosen them as standard equipment in most forced-warm-air furnaces.

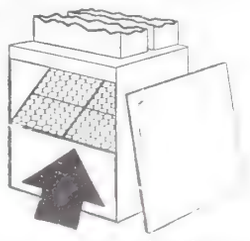
Look in the classified telephone directory for Dust-Stop dealers, or order from your local department or hardware store. Most sizes cost only $1.50 each.

FIBERGLAS*

DUSTOP*

*T. M. Reg. U. S. Pat. Off.

AIR FILTERS



Filters are inside the blower cabinet. Just remove the panel to replace.

Owens-Corning Fiberglas Corp., 1904 Nicholas Bldg., Toledo 1, Ohio
In Canada: Fiberglas Canada, Ltd., Oshawa, Ontario



. . . just one of the many advantages of

RUSCO Triple-Service WINDOWS

WE KNOW the "30 second shift" made possible by special Rusco design and workmanship is *big news.* But Rusco also gives you *ten* other valuable features—*each one* an essential contribution to the greater comfort, convenience, health and safety of your home. Before you buy *any* screen or storm sash by all means investigate Rusco All-Weather, Triple-Service Windows:

★ *Perfect weather sealing with patented all-metal adjustable closure frame.*

★ Easy to change. Just 30 seconds from summer comfort to winter protection, *all from inside.*

★ Easy to wash. Light weight glass inserts can be carried to sink or washed in same room *—from inside.*

★ Easy to store. Compact inserts can be stored in any wall or room closet.

★ Fingertip ventilation control provides rainproof, draft-free ventilation at all seasons.

★ Controls condensation. No more bothersome frosting and steaming of windows.

★ Pay for themselves. Substantial savings on fuel costs, repairs and handling.

★ Attractive appearance. Harmonize with architectural design of any dwelling.

★ Up to 30% fuel savings. Many owners save up to ⅓ of their annual fuel bill.

★ Service warranty. Highest quality materials and workmanship assure long life.

★ Positive sill drainage with exclusive seep hole construction eliminates sill decay damage from water accumulation.

RUSCO
PATENTED
All-Weather, Triple-Service Windows

No Down Payment. Can be F. H. A. Financed for as Low as $6.50 a Month

* * *

For free descriptive booklet and name of nearest distributor, write to The F. C. Russell Co., 1836-H Euclid Ave., Cleveland, O.



Before and after Rusco Installation. Note attractive neat appearance.

WHAT DO YOU WANT MOST IN ALL THE WORLD

CONTINUED FROM PAGE 55

But why go on? The defects spring readily to everybody's mind.

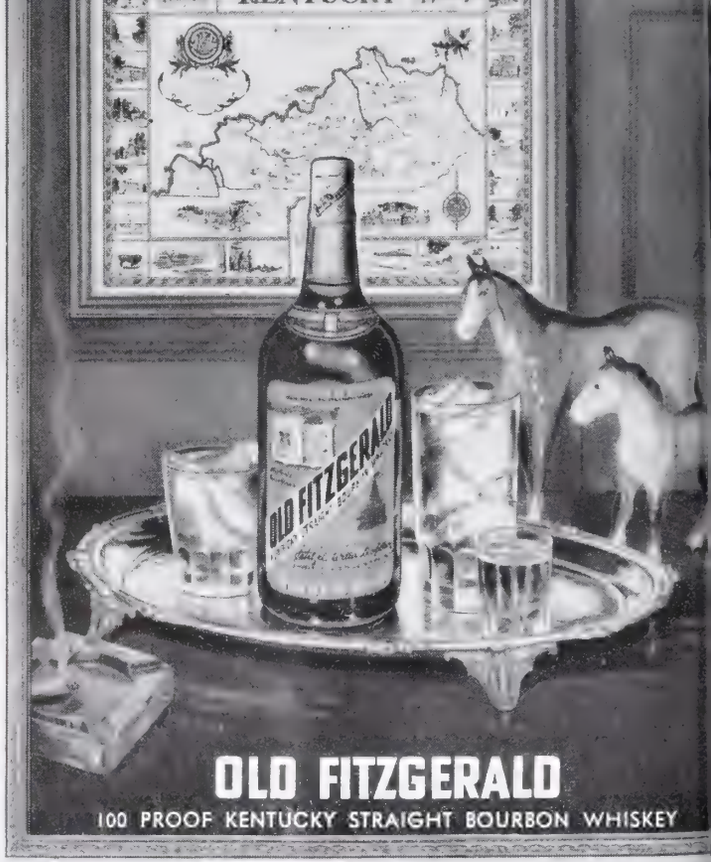
"Why don't they do something about these things?" we wail.

THEY. Who, pray, are "they"? Government officials? Social workers? Architects? Engineers? Teachers? City planners? Nonsense! These are only the means of carrying out the wishes of "they." They are "we," of course—the people of the country who regularly elect their representatives to run things, then sit back and not too attentively watch them do it.

THE truth is we have shirked our responsibilities as citizens for more years than we like to admit. No matter what party is in power, the articulate minority which is supposed to be there as a check on what is done in Federal, State, or local government has fallen down on its job. "They" is a bogey-man we have built up in our own minds to shield ourselves from the sight of our own lethargy. If we were moved to act, even in the tiniest ways, within our own communities, we would not have to blame o everything that is wrong world we live in, whether th be worldwide, like war, or munity dimensions, like tr ards, noise, and smoke ab

Isn't it up to you and me a start at picking up the after the war, and putting gether in a much more e and beautiful pattern than t had before? Those high tax prevent us from buying a land in an accessible neigh —who can lower them, exc and me, acting together? caying, fire-inviting, ugly houses one block from the n school—who should demar razed and a park put in i but us? The old macadam r takes three extra miles to g Nexttown—how can it be ened and rebuilt to afford facility unless someone t upon himself to speak for jority of its users?

Everything that is wrong in our communities is a m importance to you and me



A beautifully colored historical map shown above will be sent you on req
Write Dept. H. B.
STITZEL-WELLER DISTILLERY, INC., SHIVELY,

sent ones for whom we
t temporarily. *We*, not
ust correct the faults, plan
rovements. For isn't this
to be a government *by* the

that stock-taking time is
let's enlarge our concept
It's fun to plan a home,
than any other one thing
our lives, except perhaps
married and having chil-
t are we *really* planning it
stop short with its four
walls—or its garden—or
e picket fence that marks
perty line? Home is every-
do in the course of a day.
sun shines in our windows
wake (which may depend
w we were allowed by local
codes to place our house
lot). Whether we can get
the bus taking us to work
depends on the routing and
cy of the bus line nearest
What the water pressure is
plumbing system on wash
matter of efficient engineer-
the city water works).
r the children's playground
enough to divide toddlers
per graders (which means
the city fathers spent the
to provide enough space).
r groaning trucks rumble by
our front door (or whether through truck lanes have been swung around the residential parts of the city).

American cities grew up so suddenly they became overcrowded and unlovely before we realized it. Many of their citizens have been driven into outlying areas for air, sunshine, and space at prices they can afford. All right, we failed to protect what we had built. We let George do the planning. But past is past. No use wasting time in recriminations. We must rectify our blunders. We must untangle our cities' traffic, put back the air and space we encroached upon, make our cities look and work like parts of that better world we want more than anything else.

How? How to do it?

IT IS a far cry from thinking about better conditions and becoming a full citizen of a world in which they *exist*. We must learn to criticize, constructively. Whether those who at the moment are governing for us belong to one party or another, we must hold them to account for what we do not like in our daily lives. We must study and discuss and plan, rouse ourselves and our neighbors, shake out of our complacency or resignation—and participate in homemaking that is more

(*Continued on next page*)

Lady of Salem



eventeenth Century Artistry . . . delicately formal, distinctively ne . . . is supremely popular for interiors of America's finest omes. *"Lady of Salem"* is an exclusive *ART TREASURE* pread pattern created by BLUE RIDGE from authentic New ngland heirlooms of about 1626. A masterpiece of tufting raftsmanship, its imposing dignity of white ground is softened y punchwork and tufting in Dusty Rose, Blue, Orchid, Peach, reen or Gold. *Write for illustrated folder and name of dealer in your city.*

One of the Famous ART TREASURES *in Tufted Bedspreads*

BLUE RIDGE SPREAD CO.

DALTON, GEORGIA



Growing Pains!

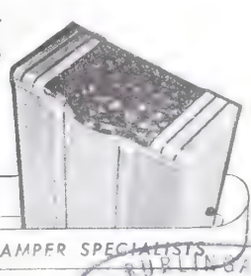
As your children grow up, and your home grows larger, there's so much more to keep you busy. Deliver your home from growing pains . . . keep luxurious Pearl-Wick Hampers in bathroom, bedroom, kitchen. Particularly, have one in the *nursery*, to teach your child neatness.

Pearl-Wick Hampers are *Self-Ventilating*—soiled things keep free of odor and damp . . . *Decorator-Designed*—styled and built like fine furniture . . . *Colorfully Finished*—to match your loveliest rooms.

Temporarily, all Pearl-Wick styles are not available. But you can find one to suit your needs! Pearl-Wick Corp., Long Island City 2, N. Y.

PEARL-WICK *hampers*

DESIGNED AND BUILT BY HAMPER SPECIALISTS



BURLINGAME

Avoid another winter of . . . "Cold Comfort"



INSULATE NOW WITH BALSAM-WOOL ATTIC INSULATION



Did your teeth chatter in chilly rooms last winter? Then this year avoid shivers in your home — and stay far more comfortable — by applying Balsam-Wool Insulation in your attic, NOW. Balsam-Wool pays for itself in fuel savings—often reducing fuel bills as much as 20%.

Balsam-Wool gives you *year-round* benefits. It keeps your house cooler in summer, and it prevents heat leakage in winter. This original, blanket-type insulation has proved its value in hundreds of thousands of homes. It is windproof, moistureproofed and fire resistant . . . designed for permanence.

Money-Back Guarantee

Because it is a superior product, Balsam-Wool is sold under a *money-back guarantee of complete satisfaction!* Don't wait—see your lumber dealer now about buying Balsam-Wool on easy monthly payments. Or, mail the coupon for complete information.

Balsam-Wool

SEALED ATTIC INSULATION

Balsam-Wool . . . Products of Weyerhaeuser . . . Nu-Wood

WOOD CONVERSION COMPANY
Dept. 111-9, First National Bank Bldg.
St. Paul, Minnesota

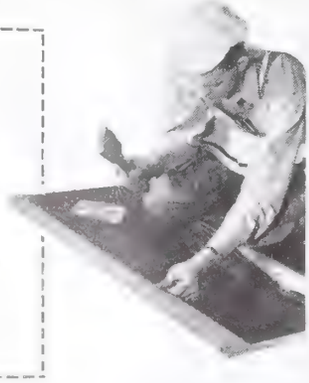
Gentlemen: I want to know more about Balsam-Wool Double-Value Attic Insulation.

To assist us in giving you special information, please check: I am a home owner ☐, renter ☐, architect ☐, contractor ☐, student ☐.

Name . . . . . .

Address . . . . . .

City . . . . . *State* . . . . .



CONTINUED FROM PRECEDING PAGE

than housekeeping under a roof.

The immediate steps are in the small, rather than the large. We take those things near at hand, visible and asking our attention. From them, as naturally as the night follows the day we will progress to the larger things, come nearer such ideals as economic security and international justice. If we want to make our postwar world match our dreams, we must know the what, who, how, and when of the task. We must regard every part of our community as our household. We must keep on trying to see it the way those men in service will see it, when the critical gleam comes back into their eyes as they look around the old home town.

IT IS not impossible. The beginnings have been made in several places. For example, in one Midwestern city last year a small group of citizens became interested in city-planning, which is very much in the air these days. They were worried about blighted areas in their midtown section: run-down, decaying buildings that rested upon highly-assessed land. They wanted to rehabilitate this decayed section for a variety of reasons. But the City Council turned deaf (the little group called a ma ing. It was announced in the It was posted on school boards. *Fifty* people turned a city of 100,000. The city-p could have been discoura stead, they decided to find the attendance was so sma set out on house-to-house ca They spent weeks talking v low citizens. *They found tha had not come because they used to coming.* Just that a ing else.

"When we showed the city-planning meant in term tomobile accidents to their c they were sold!" said th newspaper editor, whose pa crusading for this cause. " we publicized the menace blighted area to everybody city, and later announced mass meeting. This time were turned away." The city perked up. They were sig contract with a city-plann we heard of them.

The people of that city what they wanted. All they to make sure their elected re tatives *knew* what they want can do it, too!

We will not have better rows merely by building



BRITISH OAK
JAMESTOWN LOUNGE CO.

British Oak strikes the fancy of those who like comfort in distinctive furnishings.

When war needs are f supplied it will be a ple ure for us to tell you wh to see British Oak.

JAMESTOWN LOUNGE Company
Jamestown, N.Y.

, and roads. Indeed, in some s there will be the problem of ng excess houses to good use, ng community centers in , abandoning little-used roads. verywhere is a shortage ospital facilities, schools or rounds. You may find, when tart homemaking on a wider that people—trained, efficient nnel—is what your community . You will have to devise ways means of getting them. The of thing for which you work, urse, must be the thing which you, in your own particular town, need most.

There will be many improvements you won't be able to create—even on paper—before Johnny comes marching home. But if you really want better tomorrows for him, for your children, and grandchildren, *now* is the time to do something about it.

For if we are to have a world which will stand up as straight and as proud as the youth of America, *we*—not "they" must make it. *We* are the final authority.

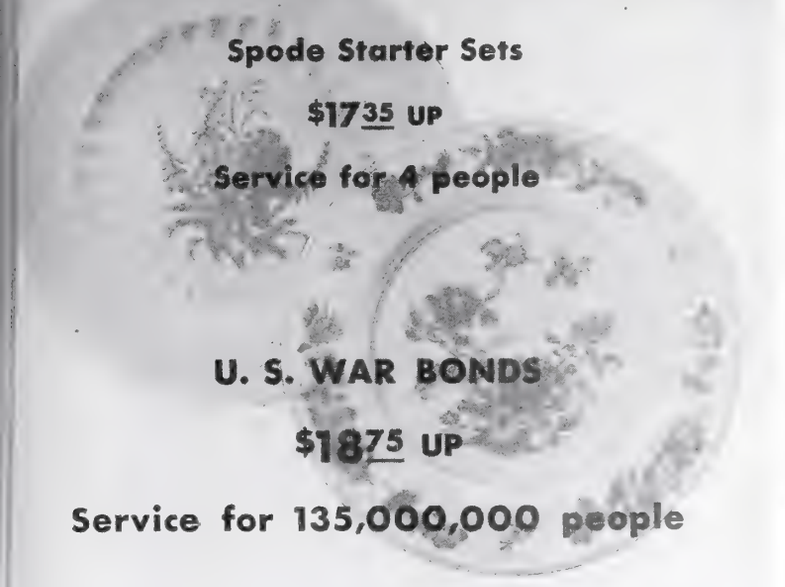
THE WHO, WHAT, HOW, WHEN

CONTINUED FROM PAGE 55

nologically, economically, po- lly. Those ideas come from the es of people, not their elected sentatives alone. We have not d over our right to plan and e the future merely because we chosen certain men and women eak for us. We speak through , but we call the tune. How that tune is depends upon much we know, how well we . To do it well, we must express elves wherever our fellow-citi- gather: at town meetings, at ol board sessions, by petition. We must keep ourselves informed, not only through our newspapers, magazines, radio, motion pictures, but by actual study. We must see what life is like for everybody in town. If you have a parking problem, visit or read about a nearby city's solution. If you have juvenile delinquency, find out what other towns have done about it. Knowing, then talking, are the tools with which you can work. Without them, whether we are plain Joe Citizen or Senator Somebody-or-other, we use

(*Continued on page* 115)

Spode THE FINE ENGLISH DINNERWARE



Spode Starter Sets

$17.35 UP

Service for 4 people

U. S. WAR BONDS

$18.75 UP

Service for 135,000,000 people

We urge you to buy War Bonds to the limit before considering the purchase of Spode—the Fine English Dinnerware. Write for Booklet 42.

Sole Agents and Wholesale Distributors

COPELAND & THOMPSON, INC., 206 Fifth Avenue, New York 10, N.Y.

BRITISH CRAFTSMANSHIP AT ITS BEST

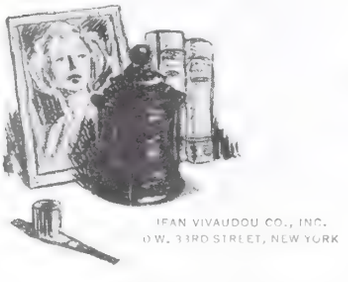


"Your Bergamot, Sir"

BERGAMOT . . . for generations the choice of gentlemen . . . for its exhilarating tang . . . for its superb masculinity . . . for its good taste. Now in the finest of toiletries for the discriminating man of today.

If you make an art of good grooming and good living . . . if you have a "fastidious" skin . . . you'll appreciate the unusual quality of Bergamot grooming aids by Orloff. You'll keep and treasure the handsome jars.

IN *Apothecary* JARS:		IN *Apothecary* BOTTLES:	
Men's Bath Talc	$2.50	Men's Cologne	$1.25
Scalp and Hair Massage Ointment	5.00	After Shave Cream Lotion	1.25
Brushless Shaving Cream	2.50	Men's Hair Dressing	1.25
IN *Mortar & Pestle* JARS:		Men's Liquid Deodorant	1.25
Shaving Soap	1.25	IN *Apothecary* BOTTLE *with Shaker Cap:*	
Men's Deodorant	1.25	Men's Face Talc	1.00
Scalp and Hair Massage Ointment	1.75	*At leading stores everywhere*	



JEAN VIVAUDOU CO., INC.
0 W. 33RD STREET, NEW YORK

BERGAMOT
gentlemen's toiletries
BY ORLOFF

Inspired by priceless antiques in the historic Mercer Apothecary Shop—now a national shrine at Fredericksburg, Virginia



LESS FUZZ
...cleaner floors
with Cellucord-backed rugs!

Here's welcome, work-saving news for busy housewives—Cellucord-backed rugs and carpets will help keep your floors cleaner longer!

Rugs and carpets backed with Cellucord, the new plasticized rug-backing yarn, leave less dust-forming fuzz. This means less work, less time in dusting.

But that's not all! Cellucord keeps the pile standing straighter ...*keeps your rugs new-looking longer*...because it does not pack down like ordinary rug-backing.

All of America's leading carpet mills are now using *all* the Cellucord that can be made under wartime restrictions. Look for Cellucord backing on *better* Axminster rugs and carpets. It's your guide to better looking, smoother-lying rugs and carpets now and tomorrow.

LOOK FOR CELLUCORD BACKING WHEN YOU BUY RUGS AND CARPETS

CELLUCORD is the modern, *plasticized* rug-backing yarn that keeps the pile standing up straight... *keeps rugs new-looking longer.*

CELLUCORD is so strong that it will outlast the surface of *any* rug or carpet.

CELLUCORD is flame-resistant, moth-resistant, rot-resistant, water-resistant. It is not affected by cleaning.

The BEST rug for your money is backed with Cellucord*
the modern PLASTICIZED rug-backing yarn

*Trade Mark registration applied for

MILLETT CORPORATION, GILMAN, VT. • America's largest producer of rug-backing yarns

How to wash window SHADES with dry suds



Even window shades not guaranteed washable will usually respond to a cleaning with whipped dry suds

YOU can successfully "Shampoo" most shades with dry suds because the treatment involves soap, but little or no water. To make the suds, add one cup of shaved neutral soap or scraps to five cups of water. Bring to a boil and allow to cool. when cold, the mixture will be a jelly, which you beat into a stiff lather with an egg beater or electric mixer. It's the lather whi does the work.

A kitchen table with a porcela top is an ideal spot to lay shade f cleaning. First brush to remove su face dust. Then apply suds to a se tion with a sponge beginning at th roller. Rub until section appea clean. Wipe off the soiled suds wit a spatula or old kitchen knif Rinse cleaned area with a dam cloth and wipe dry with anothe cloth, so moisture doesn't get chance to soak into fabric. Follo this washing-rinsing-drying proce ure until shade has been covere

Your Own Corner Bar



You can entertain with easy graciousness with this magnificent Viking Oak corner bar.

Carved corner posts and door panels accentuate the beauty of the Scandinavian design.

Send 10c for fascinating booklet revealing the charm and character of Viking Oak.
You may visit our dealer showrooms in following cities:

NEW YORK	CHICAGO	CINCINNATI	ST. LOUIS
1 Park Ave. Room 721	The Merchandise Mart Space 1722	9th & Carr Sts.	Monogram Bldg. 1718 Washington Ave.

The ROMWEBER COMPANY
Master Made Furniture Since 1863
FACTORY BATESVILLE INDIANA



MARY MAGILL GIBBS

CHANGE THE PACE of your meals

Keep your meals from being dull by putting familiar foods in unfamiliar settings

The way food is served is almost as important as what is served, and the meal planner who doesn't think about how her menu is going to look on the table or plate isn't doing right by her job. Meat loaf, for example, is one of the good old standbys in these days of meat rationing. But the family gets pretty bored with that same rectangular loaf and when it appears you can almost see their appetites dwindle. Put that same meat loaf in a different background and their interest in eating will spark immediately. A tubular pan is one good answer for varying the serving form. Grease it well before packing it with your meat loaf, so that the finished product will slide out readily. When the loaf has baked, invert it on a bed of greens on a large platter. Fill the center with colorful buttered carrot rings, peas, or creamed vegetables. Then outline the circle with baked white potatoes split and dusted with paprika or chopped parsley.

IT'S *Kitchen Planning* TIME IN AMERICA



Meet the Smart Kitchen of Tomorrow

Many women, postwar planning begins with the kitchen and hundreds are now planning for a new, modern St. Charles Custom-Built Steel Kitchen. Find out what the smart, well-planned kitchen of tomorrow will be like by getting the St. Charles free book on kitchens. St. Charles Kitchens are personalized, co-ordinated—built to fit—arranged and equipped to put everything at your finger-tips, yet out of sight.

ST. CHARLES CUSTOM-BUILT STEEL KITCHEN IS ONE SMOOTH, HARMONIOUS UNIT

has continuous sanitary work surfaces, non-cracking, quiet-working doors, easy-sliding drawers, smooth, gleaming surfaces that are easy to keep clean, and durable, 10-test baked-enamel finish that will not chip, crack or craze—resists alcohol, household acids and other conditions of ordinary use.

BE AMONG THE FIRST TO GET YOUR NEW ST. CHARLES KITCHEN

As soon as Uncle Sam no longer needs our production facilities, we will be building finer, more beautiful kitchens than ever—with step-saving, work-saving improvements and conveniences that make kitchen work a pleasure. Let us help you plan your postwar kitchen now, a kitchen designed to fit your taste and home.



FREE BOOK—Write today for illustrated 16-page book showing St. Charles Kitchens and accessories; also details of our planning service.

ST. CHARLES MFG. CO., 1638 DEAN ST., ST. CHARLES, ILL.

ARMY-NAVY E

St. Charles CUSTOM BUILT Steel Kitchens

A LOOK-IN AT YOUR Rug's "FOUNDATION-GARMENT"



THE *top* of your new rug is the rug-pile, the "top dressing" that meets the eye.

And *under* the rug is the backing, the foundation that has the arduous job of holding the rug-pile erect. The rug-backing is the base, the gripper, that can mean a longer and lovelier life for your rugs.

Finer rug-backings are now being achieved with TEXTILENE . . . a revolutionary basic material, a weaving yarn that makes sturdy rug-backings. It holds the rug-pile straight and true. It doesn't permit the rug-pile to flatten-out and get flabby. It withstands repeated washings so that your new rugs will not "curl up and die" before their time.

Ask for the TEXTILENE-backing on your rugs . . . a backing that gives "backbone"!

Textilene

REG. U. S. PAT. OFF.



E. W. TWITCHELL, INC.

Third and Somerset Streets

PHILADELPHIA 33, PA.

Textilene LOOK FOR THIS BACKING ON YOUR RUGS AND CARPETS

THINGS THAT COUNT



No. 116—What-Not Shelf, usually sells for $8
No. 649—Corner Pier Cabinet, usually sells for $20

The inherent quality and beauty built into every Butler Occasional makes it, like a war bond—a sound investment.

THE MORE WAR BONDS YOU BUY ... THE SHORTER THE WAIT BEFORE YOU CAN AGAIN BUY ALL THE BUTLER OCCASIONALS YOU WANT!

BUTLER
OCCASIONALS

Send 10 cents to Butler Occasionals, Dept. B, 8200 S. Chicago Av., Chicago 17, for your copy of HOME CHARM by Alice-Ruth Koretz.

What you should know about . . .

INFANTILE PARALYSIS

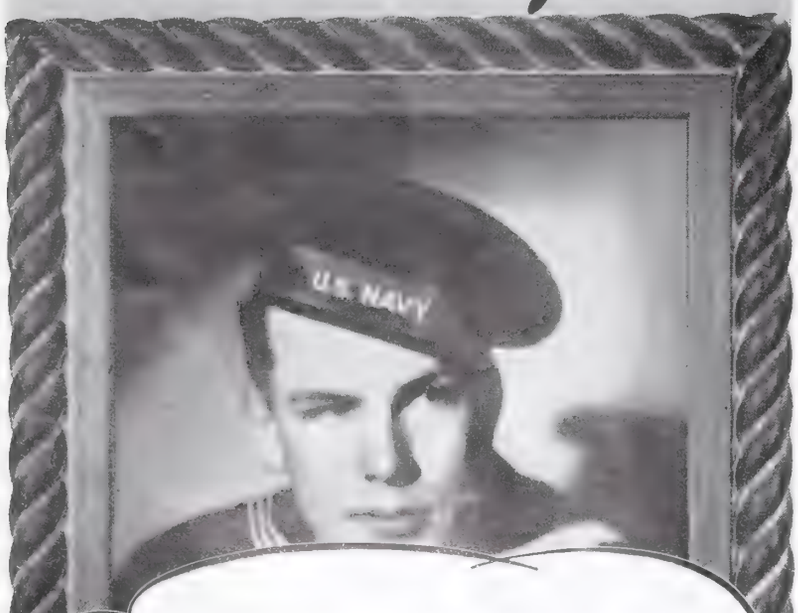
INFANTILE paralysis (poliomyelitis) strikes in epidemic proportions during the months of August and September. There is no known preventive or cure for it. But doctors, nurses, and physical therapists are constantly seeking and applying new methods of treatment to lessen or eradicate permanent crip pling. You have already helped i the fight against infantile paralysi by contributing your dimes and do lars to the National Foundation fo Infantile Paralysis. You can hel more by learning how to help cor trol the disease in your community

TEST YOUR KNOWLEDGE WITH THIS QUIZ

1. What age groups are immune from poliomyelitis?
2. If you have had the disease, can you get it again?
3. What are precautions to take during epidemics?
4. How many victims recover completely or partly?
5. Is the Kenny method guaranteed to cure the disease?
6. What is the cost of treatment for a single patient?
7. What are the functions of the County Chapters of the National Foundation?

(*Answers on page* 101)

Overton Original



In photo frames by Overton, originality of design is matched by a meticulous attention to quality, resulting in artistic creations of true distinction. Their choice woods, individually carved and hand finished, are the perfect complement for that prized portrait. Look for the name — Overton — at the better stores and studios.

OVERTON ORIGINAL

S. E. OVERTON COMPANY
SOUTH HAVEN, MICHIGAN
Creators of Overton Bentwood Trays and other Fine Accessories

Distilled and bottled by JOSE ARECHABALA · S · A ·
CARDENAS, CUBA



SOLE AGENTS FOR U · S · A ·

CONTINENTAL IMPORT DIVISION OF R · C · WILLIAMS & CO · INC · NEW YORK · N ·

What a pick-up to your spirits just to look at this beautiful sitting room paneled with lively Knotty Pine! And you can have it for your own . . . in any one of Weldwood Plywood's many charming woods . . . highlighting your new home . . . or with panels quickly installed over old walls for the same life-long livability!



Paneled in Knotty Pine
. . . a picture of livability

's the warmth and appeal that so intrigues n model homes.

you'll find the cost of Weldwood Plywood ls well within the means of even a modest et.

t will your choice be? Knotty Pine? Oak? ut? Gum? Mahogany? Or Weldtex*, the ired panel?

hese fine woods can be yours . . . installed in riety of ways and in combination with many r materials . . . to harmonize with the decora- style of your furnishings.

their loveliness is guaranteed to last for the life of any home in which they are installed!

Crack-proof and permanent, dri-built walls of Weldwood Panels bring in no moisture to damage moldings, or warp your windows and doors.

They help you get a brand-new-looking, delightful room even when you remodel . . . for you can install Weldwood Panels right over your old walls.

Or you may intend to brighten your home with new paint or paper. Then take advantage of the permanent hardwood gum face of Weldwood *Utility* Panels as a base for paper or paint.

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It's a high tribute to Old Charter that so many people put it on their preferred list. They'd rather wait for the best - when their favorite bar or package store is temporarily out of Old Charter. If you've ever enjoyed the smooth mellow goodness of Old Charter, you'll agree it's well worth waiting for.

SOME DAY a drink will be put in your hand, and you'll take a sip...and pause in your talk while you take another, thoughtfully. Then you'll ask a question and the answer will be "That?...*That's Old Charter!*" And you will have made a friend for life...For when we started with whiskey this noble, then waited many years while Time made it mellow and ripe ...we were bound to wind up with a whiskey that would get asked about... I remembered!

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Two ways to be a welcome WEEK-END GUEST

If you want to be proclaimed the perfect guest, bring the makings of a complete meal with you. Devout gardeners especially will bless you

EN though your friends insist at they don't want you to bring ing when you come for the -end, a basket laden with s which can be turned into er in a jiffy leaves your hosts more time for you.

your friends are curry fanciers 's a dinner that will delight and keep your budget in l, for it's $3 complete. Maha- Curry Sauce, prepared by the India Curry Shop, to which simply add one cup of stock left-over meat; a delicious pineapple and ginger chutney, made by the same shop, and a pound of India Brown Patna Rice. Close this dinner lightly with Raffeto's Brandied Peaches.

A typically American dinner, except for the dessert, would start with a Green Turtle Consommé, which jellies beautifully if refrigerated 24 hours, is followed by a Derby Whole Ox Tongue, and Rudco green asparagus, and ends in a burst of flame with Roart's Crepe suzettes for less than $5. From Maison Glass, New York.



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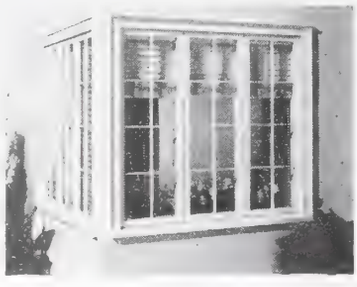
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Here is a corner installation of Curtis Silentite casements. These casements have no exterior hardware and are operated by a new method. They cannot rattle or swing in the wind and are "insulated" to save fuel.





Corner windows serve a double purpose—they create a cheerful and modern environment, and they give you plenty of light for housework. Excellent for remodeling—several sash styles in the Curtis Silentite line.



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WHEN you're planning a light summer dinner, let the final touch be a dessert that looks delicate, but is deceivingly substantial. Mix ⅓ cup Cream Enriched Farina, ½ teaspoon salt and ¼ cup sugar. Slowly add 2 cups boiling water and cook until mixture thickens. Add 2 tablespoons margarine, 2 teaspoons grated lemon rind and ¼ cup lemon juice. Beat 2 egg whites, and add ¼ cup sugar to them. Beat to points and fold into hot Farina mixture. Pour into 8 individual molds, rinsed with cold water but not dried. (Watch how easily they slip out.) Chill. Serve with custard sauce, and scatter strawberries, raspberries, or blueberries on your platter for color.

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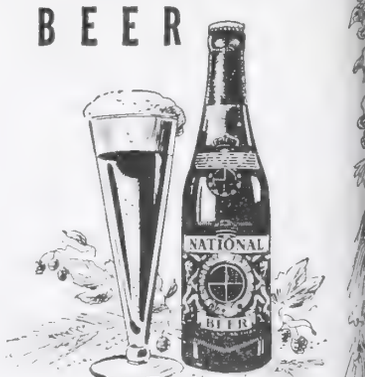
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WHAT YOU SHOULD KNOW ABOUT INFANTILE PARALYSIS

CONTINUED FROM PAGE 96

1. None, though it rarely strikes infants under one year of age. Most of its victims are under 10. Adults can and do get the disease, though seldom when they are over 35.

2. Yes. Having had it once does not make you immune against further attacks.

3. Avoid contact with new groups of people. (There are healthy human carriers of infantile paralysis—people who have no symptoms of the disease but who carry the virus in their bodies.) Make sure your house is tightly screened. Patch torn screens. (Flies carry the virus, although it is not known yet how, if at all, they pass it on to humans.) Stay away from swimming pools, beaches, and waters which might be polluted. Caution children against using public washrooms and comfort stations. (Excretions from the human body carry the virus to such an extent that city sewage may be heavily contaminated with it—even though only a few cases may exist.) Get plenty of rest.

4. More than 90 per cent of the victims live, but only 50 per cent recover without permanent crippling.

5. The Kenny method is not a cure, but a method of treatment.

6. Treatment is expensive. A year's care and Kenny treatment for one patient averages over $1.000. Now you see why your contribution to the March of Dimes is so important.

7. The County Chapters see that every victim of polio who needs care gets it. They help locate patients, collect materials used in the Kenny hot pack treatment (such as discarded wool blankets, old shower curtains, safety pins), transport patients to convalescent treatment centers. The Chapters are making a Polio Census, listing everybody who has had infantile paralysis. Once these records are completed, no one who could be benefited by further treatment need go untreated. The local chapters also provide educational material for clubs, schools, and other organizations. Know where your chapter is so you can help. Volunteers are badly needed.

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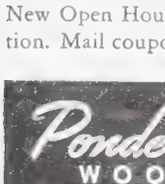


New ideas for your postwar DINING ROOM

In this helpful Book

Plan sunny cheer for your postwar dining room! Get new ideas on bay windows—corner windows—interior doors that increase convenience and save steps! You'll find dozens of usable dining room ideas in "The New Open House"—a 32-page postwar idea book that shows you how to create an atmosphere of gracious living with doors, windows and woodwork of Ponderosa Pine. Plenty of helpful suggestions, too, for your postwar living room—bedrooms—kitchen . . . hints on increasing comfort and convenience throughout the home. You'll find "The New Open House" a source of inspiration. Mail coupon today for your copy.

Ponderosa Pine WOODWORK



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If you plan to build a new home or remodel your present one in the postwar period, "The New Open House" is a must. *Only ten cents brings you this source of inspiration and ideas. Mail the coupon.*

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THE BEST IS YOURS—WITH PINE



How to give SECOND DAY vegetables a FIRST DAY taste

Don't throw vegetables away because you bought or cooked too much. You can make their second appearance just as appetizing as the first

THE humble vegetable, more than anything else that we cook, gets the cruelest treatment. To begin with we overcook most of them, so that by the time they are re-heated in a drowning pool of water, they take on a shape and color that chills the appetite. Since most vegetables could be eaten raw without dire effects, it's better to err on the side of under- rather than over-cooking them. And if they're not overcooked the first time, they can appear for a second serving in a close-to-the-original likeness, if you will fix them like this:

Place your peas, string beans, beets, or whatever, in a strainer over a sauce pan with hot water in the bottom, but never touching the vegetables. Cover the vegetables and heat. The steam created will heat them thoroughly without turning them into water-soaked, limp remains. A spoon or two of sour cream blends happily with green beans and beets in either their first or second appearance.



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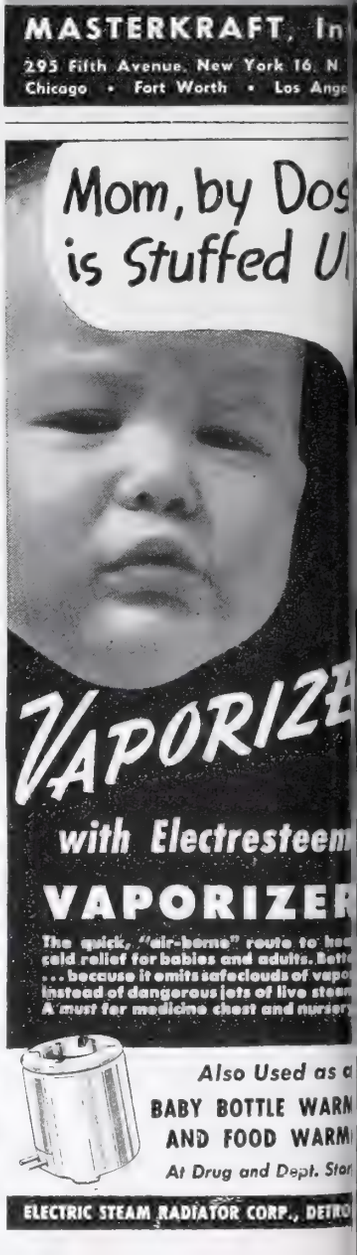
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How to MEASURE SHORTENING accurately



When the recipe calls for less than a cup, follow this simple measuring rule and you won't waste a smitch of your precious butter

IF YOUR baking ventures aren't too successful, maybe it's because you're not using the correct amount of shortening. Many recipes call for less than a full cup, so try this fool-proof method and avoid baking failures:

If the amount of shortening needed is one-half cup, fill a standard measuring cup half full of water. Then add shortening, pushing it down under the water until it is level with the one cup mark. Pour off the water and you're ready to proceed with your recipe. (It's easier to work with butter that's not hard. So remove from refrigerator a short time before using.)

You'll save butter, too, if you know how many tablespoons and cups one pound will yield. One pound of butter equals two cups. If your butter, lard, etc. come in print form, your measuring problem is simple because each quarter-pound section equals one-half cup, or 8 tablespoons.

Shortening doesn't increase in volume when melted, so you can measure before or after melting, with equal success, when the recipe demands melted shortening.

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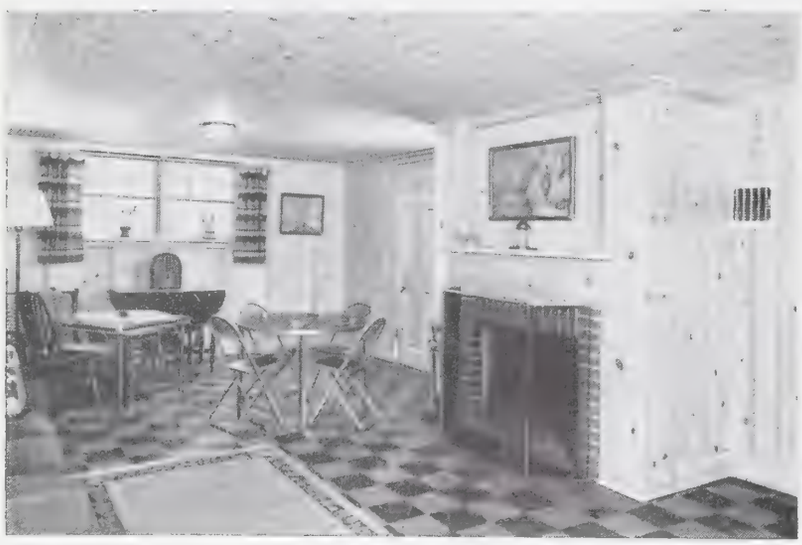
Its metal frame provides easy, trouble-free operation and forms a firm foundation for the attractive fabric coverings. The wide variety of colors, finishes and textures makes it possible to match any general color scheme. Plan for Modernfold in your home *tomorrow.* Write for helpful literature.

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When Johnny—and Jenny—come marching home they'll want a very special setting to get together with their buddies. A basement game room, perhaps, as friendly and informal as possible.

Certainly one step in this direction will be to select paneled walls and ceilings of Western Pines.* These soft-textured woods well know the art of transforming an ordinary room into one that radiates gracious hospitality.

Of course, building and remodeling are pretty much "out" for the duration. But thinking and planning are not. So if you have a scheme in the back of your mind, write right now for a FREE copy of "Western Pine Camera Views." This picture book of lovely interiors will give you endless ideas to mull over between now and Victory. Western Pine Association, Dept. 181-H, Yeon Building, Portland 4, Oregon.

*Idaho White Pine *Ponderosa Pine *Sugar Pine

THESE ARE THE WESTERN PINES

PANTRY SHELF NEWS

Make your breakfasts as much *fun* as your dinners, and you won't have to force the family to eat

It's time to think about real breakfasts again, now that the children are about to be off to school. Make variety the rule of your early-morning menus and you won't find the young ones dawdling over their cereal, and eyeing the door longingly. Give them hot cereals and cold cereals, but don't let them think you have a schedule for when and which you serve. Each breakfast should be a happy surprise.



Although pancakes are designed for week-end and holiday breakfasts, when time is no object, you'll get the same pleased reaction from your children by saving left-over hot cereal, such as corn meal, farina, cream of wheat, slicing it when cold, sautéing it in bacon fat until delicately browned and serving it with a chubby, bright pitcher of maple syrup.

If you're fresh out of real maple syrup when you get this fine idea, look on your pantry shelf and you'll probably find a bottle of concentrated maple flavoring which you have used for custards and maple icings. With it you can create quite an authentic maple syrup.



Take 1 cup sugar, ½ cup water and bring to a boil. Cook a few minutes. Then add ¼ teaspoon of the "Crescent Mapleine." From

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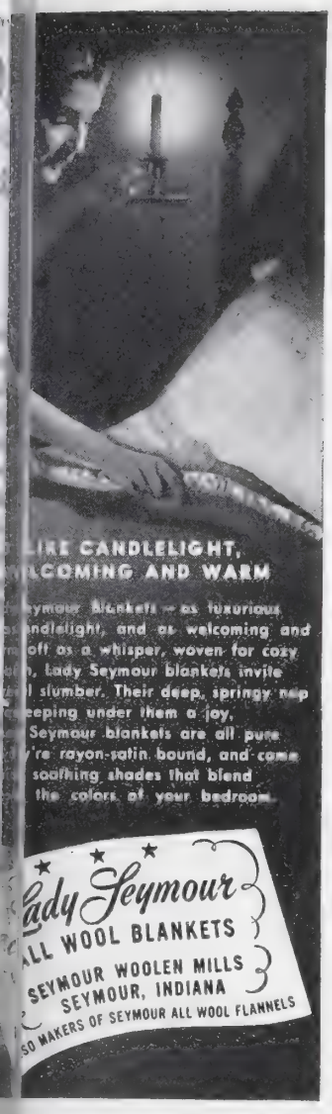
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And have you ever noticed the way the family goes for breakfast away from home when they read "hot muffins" on the menu? Muffins seem to stimulate their appetites and you sit quietly by, amazed at what they consume over and above their normal breakfast. You might try to lure them into eating more hearty breakfasts at home with the promise of a hot muffin when they've finished their juice, fruit, cereal, etc. You can be making the muffins while you're squeezing the oranges and the coffee is brewing with Burry's Simple Simon bran and corn muffin mixes. Flour, sugar, shortening and salt are already mixed. All you do is add an egg, some water, and give the mixture exactly 30 strokes with your spoon. From Burry Biscuit Corp., Elizabeth, N. J. At grocery stores.



As a change from the customary orange marmalade and honey spreads on those hot muffins, try a new "Par Tropical" conserve which combines the papaya and orange. The conserve is neither too thin, nor too thick, but has a nice body because of the papaya pulp and a crunchiness and interesting texture because of the added orange slices. It's quite a sweet marmalade, so it sits well on the tea table ready to be spooned on hot biscuits. With it as a spread, butter really isn't essential as a first layer. One-pound jar about 43¢. From Par Beverage Corp., Cincinnati, Ohio. At Dover Food Shop, New York City.



Have you seen the wonderful clear green limes that are coming your greengrocer's way from Florida? When you serve grapefruit juice for breakfast as a change from that perfect day-starter, orange juice, squeeze half a lime into the juice and watch the surprised but pleased expressions on the faces of your family. Lime wedges are a refreshing change from lemon wedges when it's tomato juice time. But wait a minute we're still at breakfast, so we can't get to talking about dinner yet.

Yes! THESE REPRODUCTIONS WILL BE MADE AGAIN

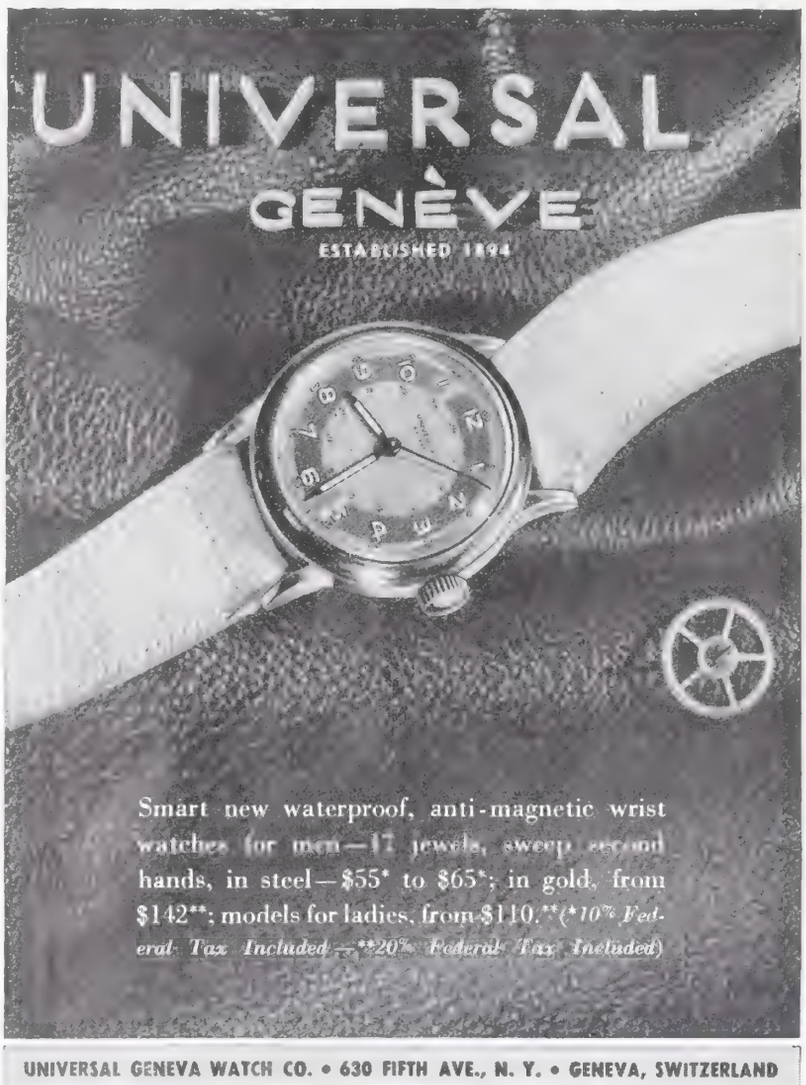


We wish to reassure the many admirers of Williamsburg Restoration Furniture Reproductions that these lovely and cherished copies will be available again . . . when present war-time commitments are completed.

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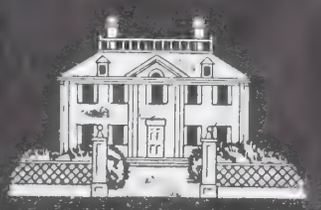
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for Beautiful American Homes



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DON'T SHELVE YOUR HOUSE

CONTINUED FROM PAGE 72

dentally. So they asked Architect Mark Lee Nelson, of St. Paul, who knew them personally, to do the job. For they knew they needed an experienced architect to translate their requirements into a balanced structure at low cost.

MORE glass to bring in abundant light and air was a prime requisite. So the old, smallish windows were replaced with new larger *double-glazed* sash which provides protection from heat in summer and cold in winter, and eliminates the necessity for storm sash.

The three porches were removed, but the space occupied by the side porches was developed into living areas which added several rooms to the house. (See floor plans.)

Another must on the Youngs' list was a fireplace. This posed a problem because the logical place for it was on the west wall of the living room. But enlargement of the living room had extended it beyond the second floor so that the chimney could not hug the house but would jut out to resemble an ungainly factory stack. Architect Nelson turned this stumbling block into an architectural gem by building a second-floor deck which ties the chimney to the house. The deck has many advantages. It acts as a protective overhang for the two huge bays which flank the fireplace in the living room, shading the living room from the intense summer sun, but not keeping out winter sun when it is lower in the sky.

The old heating system was inadequate for the rigorous Minnesota climate, so a new forced hot-water system, heated by a gas furnace, was installed. The Youngs are comfortable in summer as well as in winter, since the air-conditioner circulates cool air through the house in hot weather. New, small, efficient radiators were added where old radiators could not be recessed or concealed. Since the Youngs' heat, humidify, cook, and heat water with gas exclusively, they get the benefit of the all-service gas rate, which makes their utility costs economical, a good point to remember.

One of the most interesting things about the Youngs' remodeled house is its exterior color scheme of pink and white. Needless to say, it was painted that way over protests of neighbors and painters who felt it was inappropriate for the Minnesota climate and wouldn't hold up. But the soft pink is lovely both against green trees in spring and summer, and white snow in winter. Shingles are pink, but the wide front door, chimney, shutters, balcony railing are white. The pink paint was especially mixed from Mrs. Young's own sample by Samuel Cabot, Inc. After four years the paint shows no sign of failure or fading.

Following are the products used in the Youngs' remodeling job:

HEATING

Triplex forced hot water circulation system, gas furnace, by L. J. Mueller Furnace Co., with Minneapolis-Honeywell Regulator Co. controls.

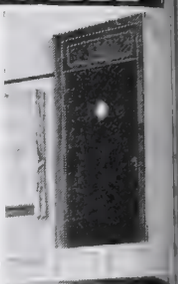
Radiators, Weil McLain Co. Junior Convectors, American Radiator & Standard Sanitary Corp. with special covers fabricated by The Trane Co.

Humidifying and air-conditioning system, a combination of Herman Nelson HiJet Heater unit and the Mammouth Furnace type humidifier. Gas water heater, Ruud Water Heater Co.

(*Continued on page* 115)

SHEPARD Home LIFT

The AUTOMATIC ELECTRIC RESIDENCE ELEVATOR



Operates from Light Circuit

The Home-LIFT is designed by experts who have been building commercial passenger elevators for years.



Safe — dependable. Moder price—Costs less than a c a day to operate. Easily stalled in new or old hom

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Representatives in Principal Cities

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A Good BRAND to Go Buy



Apple Brandy—86 Proof

Distilled Liquors Import Co.
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Your Cinderella Rooms * Irresistible Ideas for a Lovely Home

Write for this beautiful book in *full color*—enclose 15¢ for mailing.
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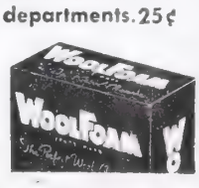
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Use WOOLFOAM Perfect Wool Wash!



Leaves sweaters, blankets, woolens soft, fluffy—really clean. At notions, art needlework, and housewares departments. 25¢

Made for Wool by a Wool Firm
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14c West 20th Street
New York 11, N.Y.



DON'T BE A SUCKER FOR THE HOUSEHOLD RACKETS

CONTINUED FROM PAGE 57

...f against everything from ter- ... to dust. It never blisters, ...ks, peels, or chips. One coat ...ls five coats of ordinary paint. ...rally it costs a little more, ...he (about two and a half to ... times what you'd pay for a ... reliable two-coat job of the ... paint on the market, accord- ...o Better Business Bureau fig- ...). For this miracle you sign a ...tract and may even be sold the ... on the Show House plan (see ...e). But you can't win—be- ...e paint and plastic manufac- ...s would be the first people to ... you that no such paint has ... been made to date. You're ...y if the paint turns out to be ...dard quality, even if you pay ... much for it, but quite possibly ... high-priced "protective cover- ... will run off the house in milky ...dles after the first rain, or chip ... peel so badly that it can be ...oved only by the expensive ...-torch method. A particularly ...ter angle of this racket is that ...ttable painting contractors have ... taken in by it, buying this ...t in good faith and passing it ...o their customers.

The Garden Swindles

...n spring and summer the travel- ... grass seed, fertilizer, tree ...geon, and topsoil boys turn up ... earthworms after a rainstorm. ... a little more than you'd pay ... ordinary grass seed, the fly- ...ight offers a wondrous seed ... will grow to a limited height of ...e inches (no mowing required) ... will stay brilliant green ...ough the dead heat of summer. ... botanist ever heard of it. And ... may be sure you'll never see ... The fertilizer and topsoil artists ...mboozle you into buying their worthless and often injurious stuff by spreading some of it on your lawn before they ring your bell, on the chance that you'll tell them to finish the job. Their fertilizer has been known to be sawdust, their "rich loam" the refuse of chemical plants. You pay for the spreading job by the bushel and when pay-up time comes they've invariably used more bushels than you thought you counted. The fake "tree surgeon" scares you out of your wits by showing you a piece of infected bark, claimed to be from one of your own trees. For a sum, a real "bargain," he'll spray your trees with a worthless oil and rescue them from death. Or, for a higher figure, he'll go to work with a saw. In any case the work is unnecessary, but healthy trees have been killed by his ministrations, for which the owners paid handsomely.

The Furnace Repair Gag

This time a man rings your bell and for $5 or $10 offers to clean the soot from your furnace and flues and put them into condition for the winter. He descends to the basement, takes the furnace apart and the next you hear from him is that your furnace is quite beyond repair. He will show you the dangerous cracks and broken pieces (which he has just broken himself) and starts putting the pressure on you to buy a new furnace from him. You are high and dry with your broken furnace strewn all over the cellar and he won't put it together again. If you agree to a new furnace, he can get a confederate (the man with the papers for you to sign) on the scene in no time at all, and very probably

(*Continued on next page*)

ANGERLE TABLES ARE
Alertly Designed
IN KEEPING WITH THE TIMES

Your favorite room can always be up to date with graceful, authentic Zangerle Tables. Buy quality . . buy for posterity—that spells "Zangerle."

SEND FOR "GUIDE TO GOOD TASTE"

A new booklet on decoration. 6 easy lessons, on periods, color, arrangement, etc. Write for your copy today . . only 10c



ZANGERLE & PETERSON CO.
Dept. 21, 2164 Clybourn Ave., Chicago 14.

Mr. Jack Horner sleeps in a Corner



It's a grand idea, corner beds like these, which serve equally well for daytime and sleeping . . . especially if covered with Cabin Crafts Spreads. That's part of the beauty of all Cabin Crafts Needletufted Bedspreads — there are patterns and types for every decorative scheme, including heirlooms for Colonial bedrooms, dainty pastels for feminine boudoirs, and clean modern patterns for a man's room such as this. What with making fragmentation bomb parachutes for the Army, motor covers for the Air Corps, and mattress covers for the Navy, we are not always able to supply *all* stores with *all* styles. But Cabin Crafts Bedspreads are so adaptable that you can usually find a suitable design, and every one is a genuine craft-made article, colorfast, washable, easy to keep fresh and lovely. Cabin Crafts, Dalton, Georgia.

Cabin Crafts Needletufted Bedspreads



CONTINUED FROM PRECEDING PAGE

the new furnace, which has been waiting around the corner on a truck, will arrive before the confederate. Once the furnace is moved in, the harried owner hasn't the gumption to say no. You can imagine the kind of bargain you'd strike with characters like this.

The Appliance Repair Man

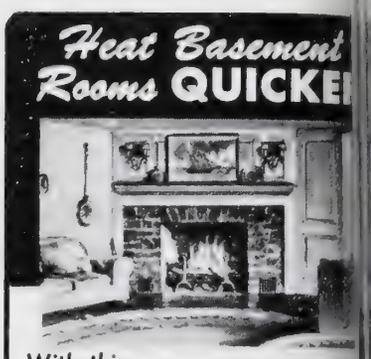
This can be short and sweet—for the swindler. He says he can repair anything electrical—your refrigerator motor, vacuum cleaner, electric iron, toaster, radio, all those hard to get things that must be kept in condition by repair. He tinkers around and then says he'd better take the motor or the appliance down to "his shop" because he hasn't the proper tools or parts with him. He departs, taking your property out of your life forever. You see, he makes his money selling the valuable appliances he steals from trusting people. The more "honest" of these swindlers may return with your property to collect their fee, but meantime they have probably removed your good radio tubes and substituted dummies, or have removed salable parts of your other appliances and fitted them out with junk. Look out for itinerant scissors grinders and lawn mower repair men who work on the same principle.

The Linoleum Peddler

He just happens to be in your neighborhood, having finished a large job in a church or school. Rather than cart the remaining linoleum back to "his shop" he's willing to take a loss on it and sell it to you for your kitchen or bathroom floor. He'll even install it for you. You pay him, but it's too late in the day for him to start the job, so he leaves the linoleum, promising to return to install it. And that's the last you'll ever see of him. You may also discover that you've paid him $30 for $7 worth of oilcloth. That has happened to other people.

Rug Cleaning Schemes

One of these swindles is worked by a man with a bottle of marvelous cleaner that he "makes up himself." For $5 or $10 he will offer to clean your rugs on the floor, usually going to work on a conspicuous spot before you can stop him. It's amazing how bright that spot becomes, making the rest of the rug look so dingy that you tell him to go ahead. In a couple of weeks, by which time he has probably arrived in Mexico, you dis-



With this
FIREPLACE
that Circulates Heat

Let your architect or heating enginee advise you about the problem of heatin that basement room you are planning Chances are he will tell you that th Heatilator Fireplace will warm an basement room quicker and more thor oughly than other methods. That's be cause the Heatilator Fireplace *circu lates* heat. It draws cool air from th floor level, warms it, and circulates i gently to far corners. Evenly distributec heat that makes the room comfortable in short order! And there are no un sightly pipes or radiators to clutter up walls or ceilings.

Plan Your Fireplace Now

Heatilator manufacturing facilities are busily turning out war materials today. But Heatilator Fireplace units will be available again just as soon as building starts. Ask your building material dealer for complete details, or write

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HEATILATOR Fireplace

A glass of wine adds the perfect touch to dining . . . and Croix Royale is the wine of epicures . . .

CROIX ROYALE
say Croy Royal

CALIFORNIA
Wines
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Chablis
Cabernet
Burgundy
Sauterne

Tawny Port
Pale Dry Sherry
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Muscatel

You will be proud to serve these Cro Royale table and dessert wines that co noisseurs praise as superb examples the vintner's art. Produced by old wor methods from choicest grapes grown the fabulous San Joaquin valley.

Remember, Buy Bonds First!

CAMEO VINEYARDS CO., FRESNO, CALIF.



omorrow's
DREAM
Kitchen

Today, like all Americans, we're doing our share for the armed forces. TOMORROW, we will again be making your dreams come true—dreams of a more beautiful, more modern, more efficient kitchen.



Broil-O-Mat*

Broils steaks, chops, fish or fowl with ease and excellence in a clean, cool kitchen. No smoke, spattering, or waste. The only adjustable electric broiler made.

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Juice-O-Mat*



You won't have to wish for a juice-O-Mat much longer if you'll have one soon. Then, you too, will be able to get *all* the juice without rind-oil, pulp, or seeds.

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Ice-O-Mat
Trade Mark

Crushes cubes or lumps fine or coarse—the easiest way of all to prepare chilled dishes, drinks and fruits that will delight your family and guests.

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nds all the noyance of pening your nned foods. pens cans of ny shape or ze. So easy a child can operate it. eaves smooth, beveled edges.

Can-O-Mat
Trade Mark

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Rival
MANUFACTURING COMPANY
KANSAS CITY 1, MISSOURI
Originalists
FIRST with an Adjustable Electric Broiler

cover that his magical acid has eaten away the rugs before your very eyes.

The most nefarious rug cleaning racket is a seasonal enterprise with the crooks that run it. In the summer they call, bearing bogus business cards printed with a respectable-sounding firm name, to solicit rug cleaning and summer storage. With scrupulous honesty they advise you which of your rugs are worth cleaning and which are not. They make out a businesslike receipt with a phony address and carry your best rugs away in a truck. At this point you might just as well start saving up for new ones. Because in the winter time these same swindlers set up shop in a distant city and sell the rugs they've been collecting all summer.

The Price Ceiling Swindle

This trick is worked on individuals who are not aware that OPA ceiling prices on high priority household appliances like refrigerators, washing machines and electric ironers must be observed by private sellers just as they are by stores. People who advertise such things for sale in the newspaper are considered fair prey by swindlers. A harried lady arrives on your doorstep. She has heard you have a refrigerator for sale and she needs one so desperately that she'll pay anything for it. You show her your refrigerator, which she promptly recognizes as one with a ceiling price of say $18.50. She quickly offers you $125. You in your innocence accept it with delight. But in a short time you will not only be haled before the OPA board for violating a ceiling price, but you'll get a communication from the lady's lawyer demanding $319.50, which is three times the difference between the ceiling and the price she paid, and the legal penalty for such a violation.

The Domestic Help Ad Trick

Despite the vigilance of newspapers, this racket gets into your home by way of a newspaper ad. It's enjoying a nasty bit of success these days when servants are hard to find. The swindlers (a gang works this one) insert an attractive ad in the Situations Wanted column of a big city paper, purporting to be from a servant looking for work. You, considering this the answer to your prayer, send a letter to the box number given. In a few days comes a collect telegram from a far-off city in which the phony servant asks you to

(*Continued on next page*)

Marlboro
America's Luxury Cigarette

THE ORCHID buoys her spirit. And so do distinguished Marlboros...sumptuously blended of superb tobaccos. *Luxuriate!* It's *permissible*, at only a penny or two more!

Plain Ends . . . Ivory Tips . . . Beauty Tips (red)



Cigarette of successful men and lovely women

When buying Cordials, ask for de Kuyper, a name that is two-and-a half centuries old!



deKuyper
PRONOUNCED-DE-KIPE-R
CORDIALS

These liqueurs have a family history dating back to 1695—yet today, you can get them by simply saying "deKuyper" to your dealer. For the treasured secrets of making them came to America ten years ago; and since then they have been made here *identically* as in Holland for generations. From twelve delicious flavors, select those you prefer and enjoy as fine an after-dinner liqueur as it is possible to buy. Did you know, too, that excellent cocktails and long drinks can be made with deKuyper Cordials?*



WHEN YOU THINK OF CORDIALS THINK OF de Kuyper

*Send for free recipe booklet

DeKUYPER APRICOT LIQUEUR, 74 PROOF • NATIONAL DISTILLERS PRODUCTS CORP., DEPARTMENT BH-4, POST OFFICE BOX 12, WALL STREET STATION, NEW YORK CITY

CONTINUED FROM PRECEDING PAGE

send her carfare, c/o General Delivery, to get to your home, this to be advanced from her wages. You send the money and that's the last you ever see of it—or the "servant." By advertising as a "couple" the swindlers can double their take.

Stuffed Flats and Weeping Widows

Here's an oldy that's still on the scene. The tricksters put a tear-jerker ad in the Personal Notices to the effect that a widow, forced to break up her home, is offering for sale at sacrifice prices all her beloved and valuable household furnishing. You go to her apartment (it's usually an apartment), listen to her griefs, and under the influence of soft lights and a homey atmosphere, buy her cherished "heirlooms" and "fine old furniture," paying what seems like nominal prices for her treasures. Actually, the Weeping Widow is a crook herself, planted in the apartment by operators who have stuffed the place with worthless furniture. Some bigtime swindlers run chains of Stuffed Flats, which amount to sample rooms, and the inferior furniture you buy may be sent to you not from the flat but from a warehouse.

The C. O. D. Swindle

Some bright morning you may answer your doorbell and find on your threshold a harassed-looking stranger with a package. The package is for Mrs. Jones, your next door neighbor, but she doesn't seem to be at home. Will you accept the package which, incidentally, is C. O. D.? If you in a burst of neighborliness pay the charges and take the bundle in, be prepared for the worst. Recently a Massachusetts lady parted with $23 this way for what was supposed to be a sack of potatoes and a crock of farm sausage ordered by her neighbor. The sack contained stones and the crock was filled with mud. Needless to say, her neighbor had never ordered the merchandise.

Know-the-Facts Booklets

They're available for a small fee from your local Better Business Bureau, on the following subjects:

Advertising	Cosmetics
Borrowing	Domestic Textile Rugs
Budgeting	Furs
Buying or Building a Home	Health Cures
Buying Used Cars	Household Pests
Commercial Banks and Trust Companies	Investment Banking
	Investment (Trust) Companies

FOR lovelier HOME USE CABOT'S COLLOPAKES



Architect: Edwin M. Loye, Bronxville, N.Y.

Cabot's Collopakes give homes greater beauty and long-lasting protection because they are *colloidal* paints made by inseparably uniting pure paint pigments and wear-resistant oils. This forms a tough, even paint film that protects for years—has greater covering power—shows no brush marks—keeps colors rich, lively, non-fading. Despite wartime limitations the quality of Cabot's Collopakes has been maintained.

FREE BOOKLET—"White Houses"—Shows prize-winning houses painted with Cabot's Collopakes. Write for your copy and color cards today to Samuel Cabot, Inc., 1233 Oliver Bldg., Boston 9, Mass.

CABOT'S Gloss Collopakes and DOUBLE WHITE

PEARCE all Wool BLANKETS

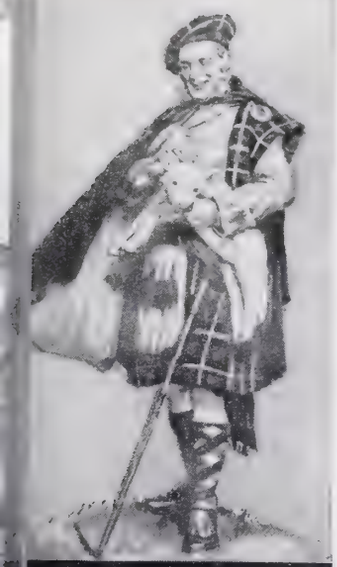


A few Pearce Blankets may be seen at leading stores. But it's patriotic to defer buying as long as possible and to put more money into fighting bonds. Later, at the war's end, you can indulge to the full your desire for lovely Pearce Blankets—and be assured they are *lovely*. Made of finest wool, with deep, soft nap, smartly styled and in colors to harmonize with modern decorative trends.

$9.95 to $17.95

Sample swatch and folder on the care of Pearce Blankets upon request.

PEARCE MANUFACTURING CO. AMERICA'S OLDEST BLANKET MILL LATROBE, PA.



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"Gentle as a Lamb"



s Brand Blended Scotch Whisky, 86 Proof
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Jewelry
Legal Problems
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Security and Commodity Exchanges
Vitamins
Wear and Care of Fabrics and Clothings
Your Eyesight

SHALL IT BE EATING OR DINING?

CONTINUED FROM PAGE 61

Madame Duflos' "Golden Snail," meat and potatoes could still taste that way in my own home.

I'd serve them forth in the finest Duflos fashion . . . and because I'd want the meal to be fun, and charming, and silly, it would be. The people who ate it would be caught in my desire, and they'd come alive again, willynilly. Suddenly we'd not be eating another routine meal. We'd be *dining* . . .

A Dinner with Madame Duflos

Hors d'oeuvres
Bifsteck grille au cresson
Soufflé de pommes de terre
Fromage et fruits
Vin ordinaire rouge
Café

The table would be covered with a coarse ample cloth, the wine glasses would be as plain as the basket of thick diagonal slices of bread and the heavy carafe of water. No butter plates . . . the little curls of butter with the first course would never appear again. And only one knife and fork . . . since what is the soft inside of a piece of bread for if not to wipe the flavors of the last dish away and polish the silver for the next?

The hors d'oeuvres would be as simple as possible: thin slices of salami, some sardines, bitter wrinkled olives, perhaps a bowl of pickled mushrooms, or cucumbers in cream. The wine (an unpretentious sturdy one, like an Italian Swiss Colony Tipo Red, or a New York State Burgundy), would taste at its best with those flavors and the crusty bread.

Then there would be clean hot plates, and a platter with a grilled beefsteak on it, all wreathed around with fresh crisp watercress.

The steak, well hung even though perhaps not one of the nobler cuts, would have lain at room temperature for several hours, and for the last hour in a bath of strong plain French dressing with plenty of garlic in it. At the last it would be patted dry, and then slapped onto a grill as hot as hell-fire and as searing. No turning-fork would

Freed-Eisemann
RADIO-PHONOGRAPHS

EXTRAORDINARY PERFORMANCE
Acclaimed yesterday...
Needed today...
Pledged tomorrow



IN time of war, there must be *extraordinary performance* to produce the weapons with which to crush the enemy. *Our* part in this job is making radio devices for military use—and to it we are devoting our entire abilities.

In peacetime, too, there must be *extraordinary performance* . . . by the manufacturer who would maintain a cherished reputation and please a critical public. This has been a Freed-Eisemann principle since the early days of radio.

The post-war Freed-Eisemann offers the utmost in FM reception, standard radio, and record reproduction. Cabinets will be much more than fine wood and cabinet-making—they will be beautiful pieces of furniture. And the *tonal* superiority will be as evident as always in a Freed-Eisemann.

ONE OF THE WORLD'S GREAT
RADIO-PHONOGRAPHS
Freed-Eisemann

Freed Radio Corporation, New York, N. Y. BUY MORE WAR BONDS!

High above the blue Caribbean this famous "mountain rum" is distilled.



THERE *is* a difference in Ron Merito which your palate will instantly recognize and relish... a flavor captured thousands of feet above sea level, in a little Puerto Rican mountain valley where the sun, soil and water are ideal for distilling perfect rum.

And, by the way, have you discovered how versatile a good rum can be? Try Ron Merito in a Manhattan, an Old-Fashioned, or a Sour. *Any* way you drink it, you'll agree this "mountain rum" deserves the popularity it enjoys all over America.



Ron MERITO

THE PUERTO RICAN MOUNTAIN RUM

Available Gold Label & White Label. 86 Proof. Write for recipe booklet Natl. Distillers Prod. Corp., Dept. B12, PO Box 12, Wall St. Sta., N.Y.

CONTINUED FROM PRECEDING PAGE

ever prick it, and when it would finally be carved into long thin slices at the table, its juices would gush from it the color of garnets.

The piles of cress, left on the platter until the meat was removed, would be tossed a little in the cooling juices, and then served on the same plates with the steak. And there would be the bread . . . the wine . . . and *no potatoes!*

That, I think, is one trick of Madame Duflos' which we could copy oftener here at home: to serve either potatoes or vegetables in a separate course. It makes the meal last longer, all to the good in this over-hurried life. It adds an almost ceremonious note to a very simple menu. It dignifies a dish which too often is eaten from habit alone, without appreciation of its flavor or its style.

For this important dinner, then, the dinner to prove to myself and my chosen circle that a banal menu can be stimulating and amusing and full of poise, I would make a soufflé of the good old mashed potatoes which otherwise would trot humbly along beside the steak, and I would serve it on clean hot plates after all signs of the meat course had been cleared away, and only the bread and wine stayed faithfully on the table.

Soufflé de Pommes de Terre

Rub bowl with garlic, and mash into it hot freshly boiled potatoes, seasoning them with salt, pepper, a little nutmeg, and a quarter-pound of butter for a quart of the puree. Whip until smooth, adding a little cream if it seems stiff. Add four egg yolks, and then fold in the four beaten whites. Pour into a well-buttered casserole, and bake in a moderate oven for about 25 minutes. (A half-cup of grated Parmesan cheese can be added before the eggs, or a quarter-cup of finely chopped fresh herbs.)

AND after that, as naturally as if we all were really back at the "Golden Snail," instead of sitting in unaccustomed mellow ease at our own table suddenly grown jollier, would come a bowl of chilled grapes and pears and figs, and a plate of some gentle cheese: a creamy Monterey Jack or a Port Salut, to blend with the ripe September fruits and the last bite of bread, the last swallow of the wine.

And then coffee . . . and I think the magic would have happened, and we'd sit for a long time with our elbows on the table, talking easily, hearing and seeing more than we had for some time, because of the way we'd *tasted more.*



Once-Over-Lightly Does

● It's as simple as that w Blind-X, the time and work-sav liquid cleaner. Recommended leading Venetian Blind manuf turers.

● Removes dust, dirt and gre film instantly. No washing — rubbing. Harmless to the han non-inflammable. Cleans fu ture and woodwork, too.

● Get a bottle today at y nearest Sherwin-Williams pa store, leading department hardware store.

THE BLIND-X COMPAN
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Blind-x for VENETIA BLINDS

Drastic FUEL SHORTAGE AHEAD

INSULATE NO

Oil is tight. Coal is ver scarce. Government a thorities say this may b our last War Winter . . but our worst for fuel. I sulate NOW. Protect you family's health . . . sav 25% or even more on fue Insulation soon pays f itself. Get the *facts.* Sen for free, dollar savin booklet "Insulation an Your Home."

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SPRINKLE IT ON—

BRUSH IT IN



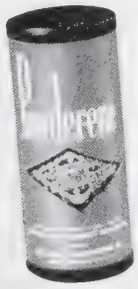
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D of the beauty of your rugs and Keep them clean and bright, in- ight colors and twists. Care for usual, but once or twice a month Powder-ene. Brush it in. Wait or longer, then vacuum it off. No No suds. Clean small areas or om. It's so easy.

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NO NEED to build, in to have a cheerful, com- le modern home. After y, you can work wonders eliness with easy-to-apply Panels. Washable,—non- atching surface. In our 16-page booklet, you'll leas for *re*-covering ugly d plaster. Ideas for kitch- th, playroom—every room house. Start your plans *Mail the coupon below.*

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e your FREE booklet—"How To Re- iors for Pleasure—for Utility."

State

LIGHTEN YOUR HOUSEHOLD TASKS
BY USING HOUSE BEAUTIFUL'S

HOUSEKEEPING RECIPES



COOKING UTENSILS

How to Season Cast Iron

The iron released last fall to manufacturers of cast iron cooking utensils is beginning to appear in the stores in sturdy cooking ware. Fair stocks can be found of skillets, Dutch ovens, and griddles. But this ware may not be pre-seasoned at the factory as pre-war cast iron utensils were. So look for a label which states whether or not it has been seasoned. If it hasn't been, it may discolor foods and cause them to stick to the metal. So take the necessary steps to treat it and it will stand by you as long and as well as Grandmother's iron ware did.



OVER

CANNING

How to Use 4 Types of Canning Lids

Know the right way to seal the lid you buy for home canning. Four types are available this year: zinc porcelain-lined cap with *shoulder* rubber ring; glass lid, top-seal rubber ring and metal screw band; metal lid with self-sealing compound and metal screw band. (These three fit standard Mason jars.) Fourth is lightning-type jar with wire bail around jar, glass lid and rubber ring.

Zinc-porcelain lid: Before processing, place wet rubber on jar *shoulder*. Fill jar. Screw lid firmly. Turn back ¼". *When jar is taken from canner,* screw lid tightly.



OVER

LEATHER

How to Treat Leather Luggage

There is no need for leather luggage to dry out, crack, or mildew. These mishaps are the result of improper storage and care and are easily prevented. Hot attics, which absorb oils used in tanning leathers, and damp basements, which breed mildew, take a terrific and unnecessary toll of leather luggage each year. Prevent this by storing leather where it is cool and well ventilated and lubricating it regularly with a leather dressing, such as Lexol (Martin Dennis Co., Newark, N. J.), which is specifically designed to replace the oils dissipated through wear and atmospheric changes.



OVER

How To make Your Husband Tidy!



"TIDY" is such a nice word, but one that means little to your husband—particularly in the bathroom. Dirty socks, shirts and underwear are tossed anywhere by careless masculine hands. You probably have a sad-looking bathroom hamper, but he never sees it.



OF COURSE you have pleaded and scolded without success. So why not try this.

PUT A NEW, handsome Whitney hamper in the most conspicuous and handy spot in the bathroom. It's good-looking, sturdy construction and its fresh color matching your bathroom color scheme will catch his eye every time he sees it. He'll use it for the small boy fun of handling something new. By the time the novelty wears off he'll be trained to tidiness. He'll have the habit of neatness and your bathroom will be in better order forevermore.

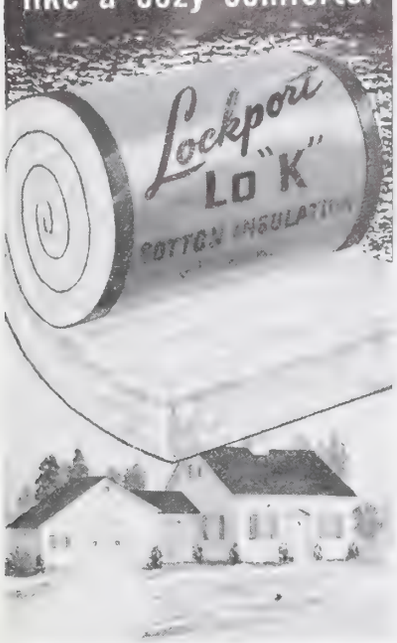


WHITNEY HAMPERS are designed for beauty and built for durability. They come in a complete line of bathroom colors. You can always identify a Whitney Hamper by the label on the inside of the cover and the Fact Tag on each hamper gives you all the details of its superior construction.



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Fluffy, clean Lockport Cotton, used for generations to provide warm bedcoverings, now lends its superior insulating qualities to your home. Easy-to-install, flameproofed, Lo-"K" Cotton Insulation insures healthful home comfort the year around . . . makes insulation a safe and economical investment.

HERE'S YOUR CHECK LIST OF Lo-"K" PLUS-VALUES:

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- √ Lightweight, won't sag, shift or settle
- √ Easy to install, cuts labor costs
- √ Sanitary, vermin-resistant Resists rot and mildew
- √ Won't scratch or irritate skin
- √ Government inspected and approved
- √ Lasts indefinitely, pays for itself in fuel savings alone
- √ Provides more efficiency per inch thickness than any other accepted type of insulation

Made by the Manufacturers of Lockport Cotton Batts, famous for Over 70 Years



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DON'T LET HOUSEKEEPING DUTIES GET YOU DOWN!

Equip yourself with proper information to handle problems that arise. Every month HOUSE BEAUTIFUL presents housekeeping recipes giving simple how-to-do instructions for solving upkeep problems. Save time and worry by referring to them often.

COOKING UTENSILS

PROCEDURE: Here's the Department of Agriculture's recipe for seasoning: Rub the inside of the ware with a generous amount of *unsalted* fat. You can use vegetable oil, suet, lard. Heat the utensil 2 or 3 hours over low heat on the range or in oven. Swish the oil around pan occasionally so that it saturates every part. When heating period is over, wipe out oil with an absorbent cloth or paper and allow to cool. DO NOT WASH. Repeat the treatment the next day. Then it's ready to use. But, if possible, cook only fresh meat or bread in the utensil for the first few times, and wipe clean with fresh absorbent paper or a cloth, not with soap and water. After first few times the fat should be thoroughly worked in and the utensil can be washed. (Some people hold to the theory that cast iron should be wiped clean, but never washed. But if this idea repels you, follow your own inclinations.) However, always dry thoroughly before storing, as it tends to rust easily.

OVER

CANNING

Three-piece glass lid: Before processing, place rubber on under side of glass lid. Fill jar. Place lid on jar, rubber side down. Screw metal band down firmly. Then unscrew about a quarter turn. *When jar is taken from canner,* screw band tightly; 24 hours later, remove screw band. If it balks, throw a hot damp cloth over it. (Bands left on may rust, be more difficult to remove later.)

Self-sealing lid: Before processing, fill jar, wipe edge. Then place lid on jar with sealing compound side *down.* Screw down metal band firmly. *When jars are removed from canner,* don't touch screw band, since seal is made during cooling process. But 24 hours later, remove screw band.

Lightning lid: Before processing, place wet rubber on ledge at top of jar. Fill jar. Place glass lid on *rubber.* Fasten longer wire in groove of lid. Let short wire alone. *When jar is taken from canner,* complete seal by pushing short wire down.

OVER

LEATHER

PROCEDURE: This leather dressing resembles a cream furniture polish, but it is a conditioner, *not* a polish. For it feeds the leather with just the right amount of oil it needs to restore its suppleness. One thin coat of the conditioner applied with a soft cloth is usually enough. However, if the leather has dried or cracked, apply several light coats, allowing each to soak in before applying the next. Watch the leather hungrily lap up the conditioner. Wipe the surface with a soft clean cloth to remove any dirt, and restore surface sheen. The conditioner leaves no oily residue to rub off on clothes, and can be used equally well on shoes.

Your leather luggage won't mildew, either, if you treat it with a colorless chemical mildew-proofing liquid, Mil-du-rid, (Interchemical Corp., Fair Lawn, N. J.) With a cloth or sponge, daub the liquid over every inch both inside and out, and your luggage will be safe from mildew attack for at least one season.

OVER



Sparkle up ea glass and dis SOILAX wash one and all



Cleans your ba room, kitchen, ha Laundry, woodwo floor and wal



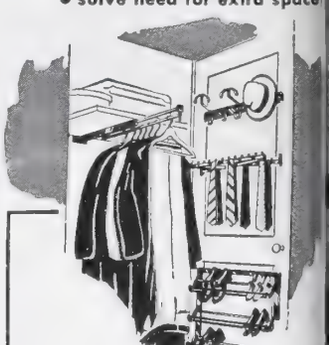
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CURE FOR CROWDED CLOSET

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CLOTHES CLOSET FIXTUR

- **double hanging capacity**
- **keep clothes in neat order**
- **solve need for extra space**



• Most closets are a jumb confusion because of inadequat fashioned hooks and han K-VENIENCES, however, solv problem at little cost. More th modern, chrome fixtures, such as hat, tie, clothes and towel racks ser-skirt hangers, extra long ga brackets, clothing carriers, exte rods, etc. Space savers that magic with any closet, keep thing in its place, in handy shoes off the floor, hats off sh save cleaning and pressing

Available again right after th in Dept. and Hdwre. stores where. Send now for *Free Fold*

Buy More War Bonds!

KNAPE & VO

Dept. H-9, Grand Rapids 4, M



DON'T SHELVE YOUR HOUSE

CONTINUED FROM PAGE 106

PLUMBING

Plumbing fixtures by Kohler of Kohler, and Briggs Mfg. Co.

Leakproof tub hangers, Wm. B. Lucke.

CONSTRUCTION

Balsam wool insulation, Wood Conversion Co. Plaster-base board, Masonite Corp. Cement, Lehigh Portland Cement.

Side wall shingles, and 4-square lumber, Weyerhaeuser Sales Co. Millwork, Curtis Companies. Linoleum, Armstrong Cork Co. Plaster, U. S. Gypsum Co.

OTHER FEATURES

Kitchen ventilating fan, West Wind Corp. Gas range with "Thermowell" unit, Chambers Distributing Co. Pella venetian blinds, Rolscreen Co. Traverse curtain rods, Kirsch Mfg. Co. Wallpaper, Imperial Paper & Color Corp. Floor Seal and Paste Wax, S. C. Johnson & Son, Inc. Exterior paint, Samuel Cabot, Inc. Insulated glass areas by Reese Metal Weatherstrip Co., glass, from Libbey-Owens-Ford Glass Co. Weatherstripped windows and doors by Reese Metal Weatherstrip Co.

THE WHO, WHAT, HOW, WHEN

CONTINUED FROM PAGE 93

only empty phrases. Take one thing at a time. Choose the most crying need first—but have your list of the other things needed right at hand. Attack each problem in turn, and attack it forearmed with knowledge.

WHEN should you start? Now, of course! Day before yesterday, were it possible! For though we can't start building in terms of brick and mortar and concrete, we can be ready to build just as soon as the guns are silenced. A great deal of wearisome, dogged groundwork is the preliminary of the kind of building we have in mind. It will take money and technical service and personnel. We can start finding all three. Some cities already have set aside funds with which to do a part of their re-planning. Many have evolved flexible "master plans," outlining everything that must be done by us, our children, our grandchildren, subject, of course, to change from unforeseeable future circumstances. Only by beginning right away can we correct the defects which we need not tolerate,

SENECA CRYSTAL

Hospitality

Graceful unadorned crystal for meticulous American hostesses who prefer the correct glass for each course of formal dining.



Illustrated folder and name of dealer nearest you, upon request

The hand-cut stem carries its classic lines in the form of a rosette into the base of the bowl.

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American Craftsmanship at its Best



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Beauty, quality and custom-like fit. Ready made for most standard furniture styles. Wide choice of materials and patterns.

If your dealer is temporarily out of Roley Poley Slip Covers, please be patient until his next shipment arrives.

FECT IT! arate s and —"Hug- shoul- — fully table.

ley Poley Mfg. Co., Chicago 10, Ill.

BETTER DEPARTMENT STORES

EXCELLO KITCHEN TOWELS

Drink up Moisture LEAVE NO LINT

How you've wished for dish towels that were "soft enough"—yes, and *really* absorbent.

Then "weep no more, my lady" they're here—they're EXCELLO! As soft as a jersey glove, they fairly *drink* up moisture at every stroke. And how they make your fine dishes and glassware sparkle. Sold by House Furnishings Depts. of *J. Goldsmith & Sons*, Memphis; *Stix, Barr & Fuller Co.*, St. Louis; *Woodward & Lothrop*, Washington, D. C.—finest dept. stores everywhere.

EXCELLO Laundry-Fresh KITCHEN TOWELS



Serve DORSET CHICKEN a la KING

Now's the time to give your family new meal time pleasure by serving the family-favorite—Dorset De Luxe Chicken a la King. Toothsome pieces of plump chicken bathed in a superb cream sauce with plenty of hot-house mushrooms! Delicious? Ah!—fit for a King and easy to serve too! Treat your family to Chicken a la King by Dorset often!

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. . . by highly skilled Native hand weavers

Send your Orientals, Tapestries and Aubussons to us with complete confidence. For ours is the largest repairing department in the world, backed by a 54-year reputation for dependable service to clients all over the country. The exceptional quality of our work, our ability to repair, reweave and match colors perfectly, afford facilities not obtainable elsewhere. Rugs fully insured in transit and in our possession. Estimates gladly furnished.

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French Type PICKET FENCE

During the past two years with no French Chestnut Sapling woven picket fence being imported, we have been shipping large quantities of the Rusticraft fence illustrated above. This serves the same purposes and has an appearance similar to the previously imported French Fence—except the pickets are even tighter together. This creates a beautiful, long-lasting screen for use where utmost privacy is desired—along a heavily traveled road, around a garden or swimming pool, or for shutting out an unsightly view. And this domestic fence costs less.

In addition to the tight screen type there is a similar wire-woven cleft fence with space between the pickets, permitting the free passage of sunlight and air.

Another currently popular Rusticraft fence is the "C-THRU" cedar picket lawn fence with 2½ inch space between pickets. As there is a type of Rusticraft Wooden Fence for every need we suggest you send for our catalogue.

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TIGHT SCREEN AND WOVEN PICKET • ENGLISH HURDLE • POST AND RAIL
FARM GATES AND "E-Z-OPN" HORSEBACK GATES

The LOG of the PRACTICAL GARDENE

September is the month when the foolish gardener coasts, the wise one works double

The decisive battle in the War of the Weeds has been fought now, good or ill. It's a sound idea to use the hours saved in the veget garden to do some of that "spring" perennial planting. Remember, al all perennials may be transplanted after their bloom is gone.

A slow but surprisingly easy way to improve the basic soil of flower borders is to dig not a $5 but a $10 hole for each plant divide or buy, using manure and fertilizer down deep. There's no sim way to maintain high soil quality over the years.

Among the plants that are best divided as early in fall as possi oriental poppies, daylilies, bleedingheart, iris, Dictamnus. Plant pe and narcissus bulbs as soon as you can get them after September 1. till October or November for tulips and roses.

There's a really good new book out this summer: "Pest Control in Home Garden," by Louis Pyenson (*Macmillan, $2*). It is easy to ha concise, beautifully organized, and admirably illustrated with drawings the author's photographs. No. 1 spot on the working gardener's bug s

In our neck of the woods, early broccoli this year went to flowers b it formed decent bud heads. Some say the seed was bad (which I d since later plantings did well). Others blame it on May heat (inclu me). Others say transplanting into bands or pots made the plants bound, forced sudden flowering. But yours probably did beautifully!

WHITENS CHIPS, CRACKS, DARK SPOTS
Quick! Easy!
So-Lo's PORCELAIN GLAZE
for All ENAMELED and PORCELAIN SURFACES
Refrigerators, bath-tubs, wash basins, tables, pots and pans, tile, etc. Brush On—Let Dry! Buy it at 5-and-10c, hardware, and department store: in 10c and 25c sizes.
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The Best in American and English TULIP BULBS

Despite wide-spread shortage, we offer
40 SELECTED VARIETIES
Write for our complete Fall Bulb Catalog
SPECIAL OFFER
100 *Darwin Tulips in a grand selection*
Full color range $7.95
Bulbs 4 to 4½ in. circumference
Will produce large flowers
Guaranteed to Bloom
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AMERICA'S LARGEST FLORIST
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TRY FALL SEEDING WITH Scotts FOR A THICK, WEEDFREE LAWN

Fall is the natural seeding time for Nature . . . its ideal growing weather produces thick, weedfree turf, especially if you use Scott's Seed and Turf Builder. This proven combination gives lawns a distinctive, green texture that's famous from coast to coast.

Decide now to enjoy the extra beauty of a Scott lawn, it's a war time luxury that's inexpensive and not rationed. But first send for a **FREE 2 year subscription to Lawn Care.** The current issue explains the advantages of fall sowing. Just send a card to . . .

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Jackson & Perkins ANNOUNCE
NEW for 1945
"Mrs. Miniver"
Most Spectacular RED in Rosedom
..but You Can Plant this Fall

BE sure to have this brilliant beauty blooming in your garden next June. Never before was there such flashing color in a Rose! This is the Modern Rose which was named Mrs. Miniver, grand prize winner in the memorable movie. Distinctly different, striking cardinal-red. Very large, cupped flowers, unique ruffled petals, lovely old-rose fragrance. Everblooming, does well everywhere. Will live for years. Guaranteed. Plant Pat. applied for. 2-yr. field-grown plants, postpaid at fall planting time. $2. each; 3 for $5.
Guide to Successful Rose Growing included free

Plant Roses THIS FALL
Natural Color Catalog FREE—Read how to gain a season, and see next year's new Roses now--also Modern Perennials, Lilacs, Fruits--all for your Victory Garden. Write today!

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824 Rose Lane, NEWARK, NEW YORK, Rose Capital of America

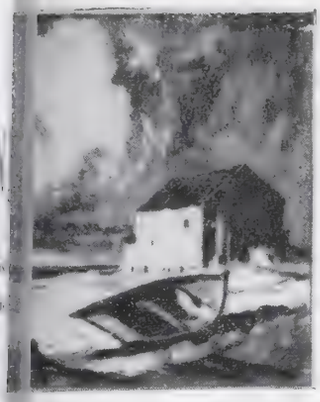
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Hardy, prolific bloomers of unusual beauty, in a wonderful range of color, from white to deep violet purple. Their large panicles and distinctive florets—many varieties are double and semi-double—are a sight to behold. Our collection is one of the world's finest, and they are hardy enough to grow wherever the ordinary lilac will grow.

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Have 3- to 4-ft. flower-spike large double flowers wonderful array of c light blue, deep blue, der, lilac, salmon, pin rose, white. Write t *send stamp for postag*
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O e again, from the depths of the battle with Jap beetles, I sing the a s of that best of all miniature dahlias, Bishop of Llandaff. Not only e bronze foliage and red blossoms superbly beautiful, but the beetles i alone. Now if the borers would only shun it, too. . . .

T oretically you've been cleaning all your tools after use and putting c under cover at night. Now is a good time to collect them from the n by the fence, scrub them with steel wool or coarse burlap and o ne, then a light touch-up with a file, and a light oiling.

I can save at least some of your best trees from another such canker o attack as we had last spring by banding the trunks with tree tangle-f There are several good brands. Follow directions on the container.

D 't feed your flowers again this season. Perennials, especially roses, m make too much soft growth for safety if the plant food had time w rk before cold weather. And if time were too short, the fertilizer w be wasted. And fertilizer waste is still a high crime.

Y our town is having a Harvest Show this year, enter it by all means, n the best your garden can offer. It's not so much to brag about this n doings, but to encourage your neighbors—and yourself—to do better y year. *Next year may be the most important of all.* R. B.

For Autumn Planting
LILIES - DAFFODILS



Leonian Hybrid Hemerocallis
A sensational novelty which we are distributing in units of six different hybrid plants. What you now own in Day Lilies does not matter. What you receive will be entirely different in color. No yellows, but a fine lot of seedlings of unusual colors. You may find one or more to propagate and offer in a few years as a novel variety. Illustrated in color in our Autumn Catalog.
Unit of 6 plants—**$4.00**
Unit of 12 plants—**$7.50**

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This glorified Regal Lily is delightfully fragrant and superbly showy, with immense white trumpets on 5 to 6 feet stems. Hardy and easy to grow. Flower July and August after the Regales have passed. Delivery October. Supply decidedly limited.
Top size strong flowering bulbs
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The only ruffle petaled Iris. Its orchid-like flowers are gleaming gold. Equally fine for garden or cutting. Most popular one we ever offered.
12 for **$1.60** *100 for* **$10.50**

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Generally known as Fox Tail Lilies. Bloom stalks 3 feet long studded with feathery florets in wide range of pastel shades. Striking.
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Jubilee Daffodil Mixture
Unique with Wayside. Composed of over 200 choice collector's varieties; also all our tested unnamed seedlings. Top size bulbs.
25—**$4.00** *50*—**$7.00** *100*—**$12.50**
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New Autumn Planting Catalog
Roses, Bulbs, and extra choice Lilies for Autumn planting. Also new Lilacs and Mock Oranges. True to life colors. Ample cultural instructions. To be sure of your copy, it is necessary that you send 15c with your request (coins or stamps) to cover postage and cost of handling.

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DAFFODILS
(Narcissus)

The beauty of Spring is not complete without the giant Daffodil. Wonderful as either a border flower or naturalized for informal planting, Flowerfield's superior quality DN #1* bulbs, in superb varieties, are a must for your garden.

Flowerfield's 1944 Autumn catalog lists and illustrates, in full color, the finest Narcissus as well as wide selections of better Tulips, Iris Kaempferi, Lilies and many other Fall planting bulbs, roots and plants. Send for your copy of this complete Autumn catalog. To avoid disappointment, please order your selections as early as possible.

KING ALFRED—A king among Daffodils. A huge trumpet and perianth of rich golden yellow, seemingly sprinkled with pure gold dust.
3 for 70¢ Doz. $2.50

LORD WELLINGTON—One of the largest and finest of the deep yellow trumpets with flowers of rich golden yellow, of fine even texture.
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MRS. R. O. BACKHOUSE—The original "Pink Daffodil." Beautiful perianth of ivory-white, with slender trumpet of apricot-pink, changing to shell-pink at the deeply fringed edges.
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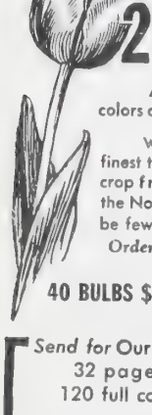
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20 TULIP BULBS $1.95 postpaid

Assortment contains mixed colors of some of the finest varieties.

We have contracted for the finest top-grade bulbs of this year's crop from the largest tulip farms in the Northwest. This year there will be fewer bu bs than ever.

Order NOW for September delivery!

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32 pages containing
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The most desirable and dependable growing Fruit Trees, Flowers and Small Fruits for Fall planting. Select easily and accurately from stock grown under famed Maloney supervision. Write today for your free copy.
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OUR 60TH YEAR
FRUITS and FLOWERS

Burpee's GIANT TRUMPET Daffodils



Large flowers on long stems—*yellow* and *white* and *bi-color*, mixed. A very special offer, postpaid: **4 Bulbs 25c; 100 for $5.**

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Burpee Giant Trumpet Daffodils $1
Top value, described above. 17 Bulbs

Burpee Red-Cupped Daffodils
Showiest of all--*whites* and *yellows* with bright *apricot, red* and *orange* cups. Special mixture. 17 Bulbs.... $1

Burpee Giant Grape Hyacinths
Large, fragrant, *deep blue* bells, on 6-inch spikes, in April. 30 Bulbs... $1

4 BULBS 25¢

All 3 $1 Lots $2.75, postpaid

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Fall Bulb Book Free--Daffodils, Tulips, etc. Plant this fall. Guaranteed to bloom.

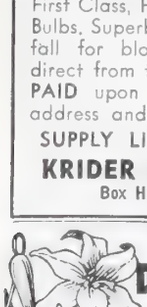
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A magnificently illustrated book offering all types of bulbs for Fall planting—Hyacinths, Lilies, Tulips, Daffodils, Crocus, etc. Many favorite species are difficult to get but Schling has them all—in top quality. Write now for your catalog.
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BLOOM NEXT SPRING
First Class, Healthy, American Grown Bulbs. Superb color mixture. Plant this fall for bloom next spring. Order direct from this ad. Bulbs sent POSTPAID upon receipt of your name, address and remittance.
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GROW THEM RIGHT and EAT THE BEST

The best harvest show of all is your dining table. See to it that you take nothing but blue ribbons

By David W. Bailey

WE HAVE all heard of that "New England conscience." Well, we are not all New Englanders today—not even in New England!—and I, for one, have no patience with the gardener who will eat something just to "save it," who will suffer anything but the best of every home-grown vegetable to come to his own table. Why spade and sow and weed and pluck in the hot sun, say I, if the result is to be a meal of something inferior to what I can buy on any huckster's wagon?

Of course, not every carrot is straight and true to color and fine-grained and coreless and tender. Not all ears of corn are filled out to the tip with plump sweet kernels, and no tomato plant produces only flawlessly shaped and colored fruits. On the other hand, there is no law that says we have to eat everything!

If our vegetable patch is on a farm, there will be other mouths than ours to clean up the discards. The cow will relish the corn nubbins and the stalks that they grew on. The pig will flourish on occasional boilings of the small or shapen potatoes. The chickens scramble excitedly to plunder lettuces that have bolted or to the seeds out of overgrown sun squashes. If no livestock find *ensraum* in our suburban lot can at least build ourselves a post heap where every disca cabbage head or overgrown tu will be welcome. And we can tinue to select for our own fresh vegetables that the che the Ritz would covet.

PERHAPS you have your hear on bagging one or two ribl at the autumn vegetable show your neighborhood. If so, you sh realize that the rules by which choose the best specimens for kitchen are fundamentally the upon which the judges' commi will base their verdicts.

Remember, then, that size al is not likely to recommend vegetables to the judges. Nor they be favorably inclined tow exotic shapes or unusual specim

The string beans that win

Azaleamum



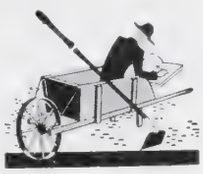
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WORLD'S GREATEST FLOWERING PLA
Grows bushel-size first year. 3 months' blo ing with 600 or more big blooms each 2" acr 1500 or more second year. Hardy. Now gorgeous colors, each a garden in itself. can order at once and plant Azaleam NOW for best results next year!
FREE! Send for your copy of our big, Garden Beauty Book, packed with inte and values for Fall planting. It's FRE send for your copy TODAY!
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Send TODAY for our 1944 FALL ROSE GUIDE to success with roses. Describes 130 varieties, illustrates 64 in full color. Includes All America Rose Selections, such as Hybrid Teas LOWELL THOMAS, MIRANDY, KATHERINE T. MARSHALL and the brilliant vermilion floribunda—FLORADORA. Also our 1945 novelties, and dependable varieties of all types of roses.
3 A.A.R.S. ROSES $5.45 A $6.50 VALUE
Order these Hybrid Teas promp individually or as a group, if wish 1945 show leaders:
★ LOWELL THOMAS, lemon low, each.....$2
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All 3, sent postpaid, only..$5
THE CONARD-PYLE CO. Robert Pyle, Pres. West Grove 288,

ibbon will be tender, string- medium size, true to varietal evenly matched, well colored, without blemish. If the card or twelve specimens, the win- plate will contain just twelve -neither more nor less.

t crops — turnips, carrots, —may be washed to remove it they should not be scrubbed. nough to break the skin. Un- herwise specified, they should he tops neatly trimmed off. It omary to bunch radishes with ps on. Occasionally the same d is employed in ise of "bunching" s and "bunching" s.



THE MAN BEHIND THE HOE

cabbages and let- you find in the 's shops have ordi- been stripped of loose outer leaves at only the hard heads remain. So ed, it is difficult to judge of freshness or quality. On the bench these outer leaves d be left on. It is well to leave rt section of stem, but not of attached. Leafy greens may shed and allowed to dry in a place before exhibiting. Heads d be firm but not rock-hard. ng, spray residue, or insect ge will disqualify.

th the possible exception of pumpkins, all cucurbits for ition should be moderately The cucumbers adjudged best ikely to be uniformly dark or only lightly streaked. They d be straight, and several mens shown together should resemble each other as closely as possible. Summer squashes should be smooth and tender-skinned, not tough and warty. Winter squashes should be evenly colored. Melons should be symmetrical, typically marked, fully developed.

Sweet corn for exhibition should show well-filled ears well covered with shucks. Corn is at its prime, both for show and for table, just as the silk begins to dry and darken; then the kernels will be plump but milky.

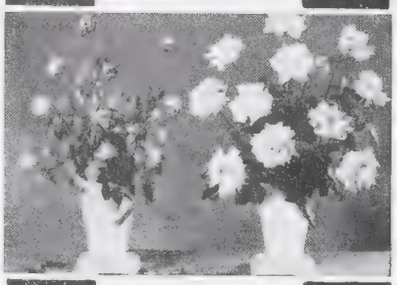
Broccoli and cauliflower are cut before showing. The former should be in tight bud; no buds should have "broken" to reveal the yellow flowers emerging. Cauliflower curds display their quality only after trimming; trim leaves at the circumference of the curd.

The best tomatoes are vine-ripened. Winning specimens are shapely, firm, solidly colored. Extremes in size are discounted. It is better to cut them neatly from the vine, leaving a little stem attached.

If wet weather threatens the day before a vegetable show, you may have to pick even the more perishable sorts ahead of time. In such case, store them overnight in a dark cool cellar—not in a refrigerator. Leafy greens should be pulled with their roots attached and trimmed at the last minute.

And if there is no Victory garden show in your vicinity, you can still follow all these suggestions in picking vegetables for your own dinner-table and award yourself a blue ribbon every day!

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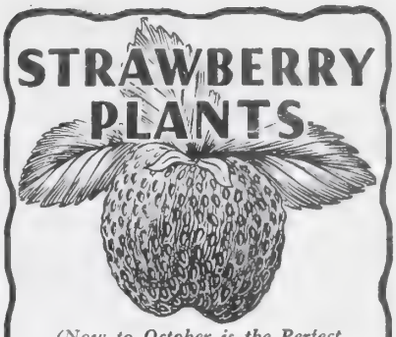
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Own Root Stock

ORIENTAL POPPIES
Iris, Peonies, all select varieties—Russell Lupins in varied colors.

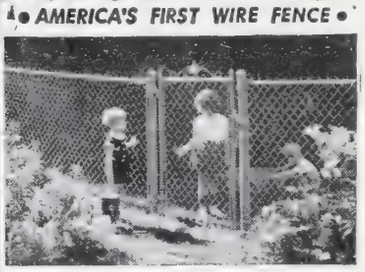
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...erblooming LILAC
...Rare New Shrub
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IT'S WORTH MENTIONING

Here are a baker's dozen of useful products to aid and abet you in keeping home sweet home in perfect working order

By Marcia Knight

PHOTOGRAPHS BY FRED LERNER

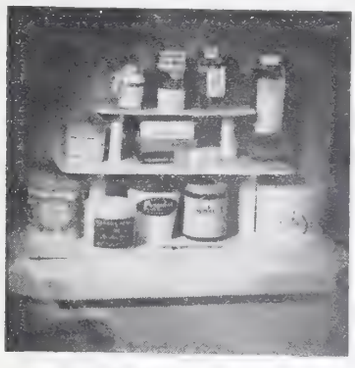
Watch water roll off shower curtains, raincoats, baby's sheeting when you treat them *at home* with Dri Dux, a harmless chemical solution which puts a water-resistant finish on fabrics. $1.25 per qt. postpaid. Add 25¢ West of Mississippi. From Hostess House, 505 Fifth Ave., New York City.

•

If you're trying to locate short legs to convert a box spring into a bed, your search ends at Lewis & Conger, N. Y. C. For they have sets of four 6″ legs with screws popping out of them for fastening to the frame of your box springs. Walnut, white or maple, $3.

•

Speed daily dusting with a new method. Dip absorbent cloth, supplied, in a new cream cleaner, wring out in clear water, dry in towel and watch sparkle return to lampshades, porcelain enamel, Venetian blinds, furniture. Argosheen has dry cleaning, soap and water properties. Use for overall cleanings or for dusting with ease. 14 oz. jar $1. From Argo & Company, Memphis, Tenn. At Hammacher Schlemmer, N. Y.



Multiply storage space in your bathroom with a three-tiered shelf to house all those extra bottles, cosmetics, powders, etc. Shelf rests easily on flat-top toilet tank or hangs on wall, has hard cream-colored enamel finish. $1.75 postpaid. From Ray S. Launder, Merchandise Mart, Chicago.



There are many tricks for transforming margarine into neat quarter pound slabs, but none easier than the Good-Luck sectional plastic mold with removable compartments to force the slabs out when hard. Send 50¢ and a Good Luck carton to John F. Jelke Co., 759 S. Washtenaw Ave., Chicago.

•

Want your sleeves to have that steam-pressed look? Invest in a padded mit which fits right into built-up shoulders, makes it a cinch to press them wrinkle-free. PresMit is fine too when you want to freshen a veil, press a seam without dragging out the ironing board. About 70¢. From Weaver Pres-Kloth Co., Omaha, Neb. At Bloomingdale Bros., New York.

•

Start the youngsters off to school with a span-fresh lunch kit that folds up into a flat package about envelope-size, 8½″ x 4″ x ½″. Foldette, 69¢, postpaid. From J. E. Schenker Co., Chicago.

Foreign languages aren't the only ones to learn these days. There's a new language developing right in the textile world. But Dan River's Dictionary of Textile Terms will help you master it. Defines over 500 finishes, fibers, processes. Write Dan River Mills, 40 Worth St., New York 13, N. Y. (Free)

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With the new cast-iron vertical grate in your fireplace, designed to burn hard coal, you can stall starting the heating plant at the first cold snap. Keeps one room comfortable with one or two refuelings a day. About $20. From R. H. Macy & Co., N. Y. C.

•

Your solid color linoleum counters need a harder finish to keep scratches from cutting the surface, so try the household version of Simoniz, the efficient polish for automobiles. Produces a hard, glass-like finish. In maple, oak, mahogany, and clear. Under 80¢. From Devoe & Raynolds, N. Y. C.





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Put that raft of dried brush
hidden in a basement corner ba
to work with Prestorer, which
juvenates recently used brushes
well as those suffering from ro
like paint formations. Can be us
again and again. Non-caustic,
bristles and settings are sa
About $3.50 per gal. plus postag
from Technical Development La
oratories, Tenafly, N. J.

•

If you'd like to be feted at Chri
mas with spiced watermelon, swe
tomato pickle, etc., take along
canning kit of spice to your cou
try friends and maybe they'
take the hint. Kit includes who
cinnamon, allspice, cloves, mix
pickling spice, mustard, and di
seed, and five recipes. $1.2
From Griffith Laboratories, Ch
cago. At food shops.



There'll be hardly an ailment you
house might be suffering from thi
fall that can't be cured with th
baker's dozen of ingredients i
a new repair kit Lewis & Conger
N. Y. C., has assembled: Acid-C
to rustproof metal garbage cans
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Chanite, a powder flux for repair
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dows and bureau drawers; Snap
On screen patches, to ready
screens for next spring; Tite
Joints for furniture mishaps. Total
under $5.

HOUSE BEAUTIFU

OCTOB

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"I've already chosen my post-war crystal"

says famous Washington hostess *Mrs. Edward McLean*
shown here wearing her celebrated Hope diamond.
"It's Libbey 'Monticello.' I'm ordering it now for delivery after the war."



In keeping with Mrs. McLean's stately dining room is her crystal choice...the "Monticello" pattern.



De Laszlo portrait shou famous McLean diamo

FABULOUS is the word for alm everything about Evelyn Wa McLean—her jewels, her op hearted generosity (she has turn her garage into a club for won war workers), her Sunday-night d ners for 150 guests. Here, her ta at beautiful Friendship is sho set with her famous gold service

The diamond-bright Libbey gl is the beginning of a collection (like you!) must wait until af the war to complete. You, too, choose your pattern by writing n to Toledo, for our Bride's Book

One woman's war job:

this final careful inspecti of these delicate Libbey-m electronic bulbs.



No Libbey crystal has been blown since Pearl Harbor!

tead, the Libbey craftsmen, who were creating exquisite table crystal for your home, now blow ar glass" for air and sea craft: vital electronic bulbs of various shapes and sizes; also other ducts that can only be blown and finished by masters of the glassmaker's art.

LIBBEY GLASS

Established 1818



SOFT MUSIC: Here is a *Celanese *Lustracel Rayon Satin bedroom ensemble in a melody of pastels... rose dust, blue and green. The Bedspread has a quilted top and 22-inch plain flounce...Single $17.95. Double (full size) $18.95. The Dressing Table Skirt is entirely quilted... $14.98. Draperies — edged in pinch-pleated ruffles...2½ yards and lined. $14.98.

*Reg U. S. Pat. Off.

Bedroom Beauty-Treatment

Make it a wonderful place to come home to — dress it up in enchanting bedroom accessories as colorful as a Spring garden. Select a lovely setting for yourself from the wide variety of bedroom ensembles offered by Jordan's. There is one to suit your purse and personality.



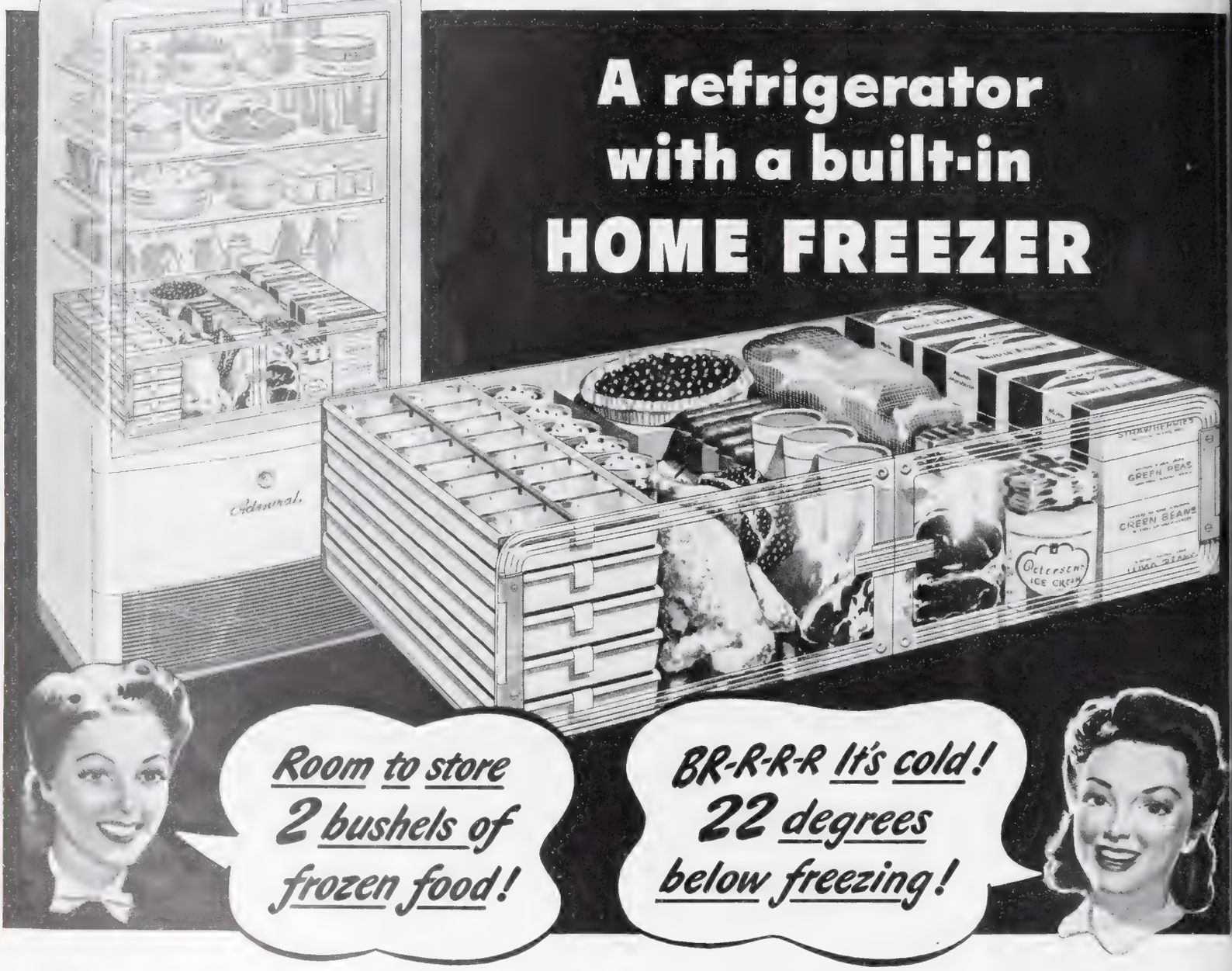
FLOWER FESTIVAL: Gay and entrancing in Garden Walk *Everglaze Chintz. Brilliant color combinations of Flamingo Red and Light Red, Mauve and Green, Blue and Yellow. The Bedspread has a deep flounce and matching pillow covers. Single $19.95. Double $19.95. Matching pillow covers $5.95 each. Draperies—edged with knife-pleated ruffles $12.98. Dressing Table Skirt with quilted band... $10.98.
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Admiral

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Room to store 2 bushels of frozen food!

BR-R-R-R It's cold! 22 degrees below freezing!



Perhaps you have dreamed of a refrigerator that will keep fish, game and meats for months without spoilage . . . or quick freeze your own fruits and vegetables to enjoy months later . . . or freeze a bushel of ice cubes for a party. Well, when wartime tasks are done, your dream will come true. The built-in home freezer in the Admiral refrigerator will have all these features and more . . .

Sterilamp — utilizing ultra-violet rays to kill bacteria and retard mold.

No Defrosting — a messy job ended.

Purified Moist Cold Air — foods will stay fresh and moist *without covering.*

Dry Storage Cabinet — for foods that do not require refrigeration.

There'll be an Admiral electric range, complete with new and exciting features . . . a home freezer to offer a new and better mode of living. Admiral Radio, America's Smart Set, will be available in distinctive, new models . . . built by the world's largest manufacturer of radio-phonographs with automatic record changers.

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to tomorrow

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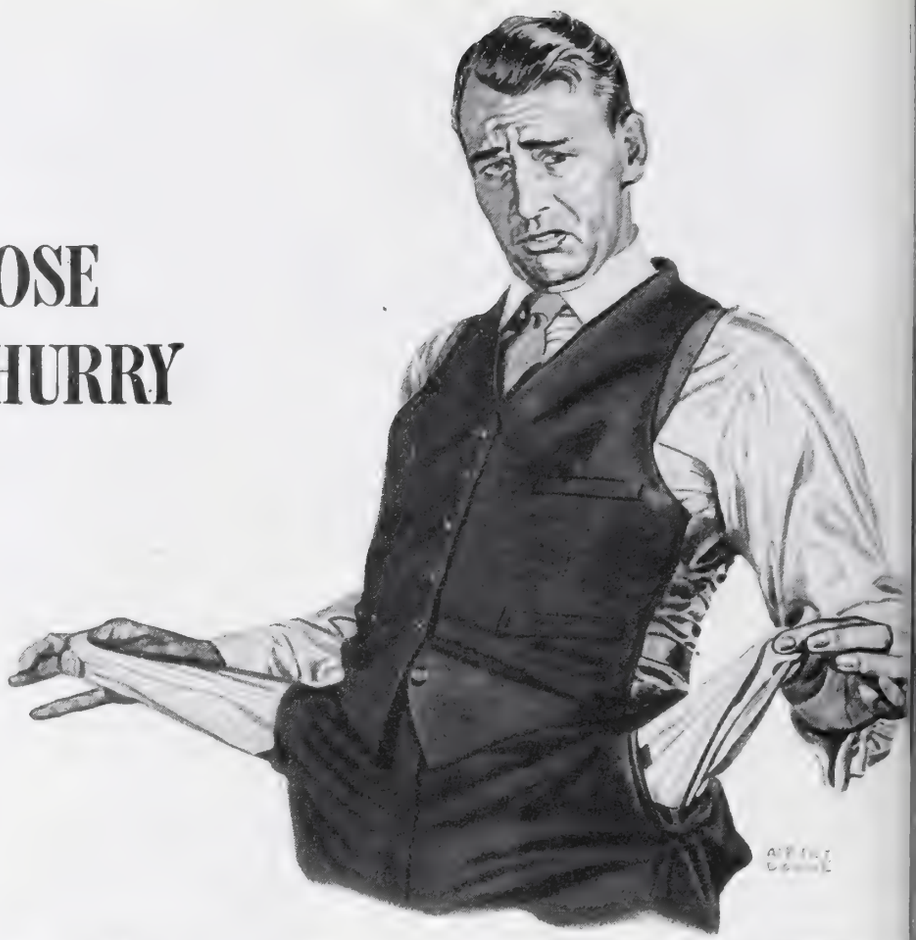
Golden Gate Bridge across San Francisco Bay

Nothing could be finer

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A PRODUCT OF FORD MOTOR COMPANY

HOW TO LOSE MONEY IN A HURRY





1 Bill Watson had an experience you wouldn't want. It was with an old fellow who did odd jobs—like cutting grass, trimming shrubbery and digging flower beds.



2 Then it happened. Apparently, there was an unnoticed loose step on the stepladder. Anyway, the gardener tumbled from the ladder while trimming the top of a hedge.



3 Bill did everything a good citizen wou do. Took the old man to the hospital, pa all the doctors' and nurses' bills. He thoug that was the end of the matter.



4 It wasn't. Somebody told the old man he had a suit for damages...he collected...and plenty. Bill had to mortgage his home and sacrifice most of his lifetime savings to pay that judgment. You've guessed it. *Bill didn't have that kind of insurance!*

$10 a Year Would Have Saved Bill's Worries

YES . . . for only $10 a year, Bill could have protected himself against that loss—just as you, too, can protect yourself and your family up to $10,000 against damage suit claims which might cause you to lose *your* home or *your* savings.

Why take chances? Ask any Insurance Agent or Broker to tell you about North America's New $10,000 Comprehensive Personal Liability Policy—the biggest $10 worth of protection you can buy. He will also tell you, without obligation, how to *protect what you have* against:

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oin the Chisholms, of White Plains, N. Y., in a little

Kitchen Dreaming



Meet the Chisholms, a real "service flag" family! Shown "at home" are Mrs. Chisholm, Catherine, and Edward ..all in vital war work here. Elizabeth, Catherine's twin, is a cadet Navy nurse. Donald, Edward's twin, is with the U. S. Air Force in China.



The Chisholms' home was designed as a "model house" 35 years ago. Smiled Mrs. Chisholm, "I'm afraid model houses in those days left a lot to be desired. We're planning lots of improvements after the war, *especially* in the kitchen!"



Before

. . . Here's the way their kitchen looks today. "What a grand surprise," said Mrs. Chisholm, "to find how inexpensively we can have a General Electric kitchen in our home, after victory! We can hardly wait to get started!"



After

. . . Here's the *same* kitchen, designed by the General Electric Home Bureau . . . for the Chisholms' *all-electric kitchen of tomorrow.* And look at the marvelous G-E work-savers that'll be in it . . .

Electric dishwasher. Washes, rinses, dries a day's dirty dishes in about 10 minutes—just by flipping a switch.

G-E Disposall. Ends garbage worries. Fits in the sink, grinds up garbage—even bones—and zips it all down the drain.

G-E refrigerator and range—Beautiful! Efficient! Dependable! Plus all the smaller time and trouble-savers—like this . . .



G-E automatic Coffee Maker—Just set it and forget it! The *completely automatic* coffee maker. Gives clear, rich-flavored coffee every time. Keeps it hot as long as you want it! General Electric Company, Bridgeport, Conn.

For Victory—Buy and Hold War Bonds!

All-Electric Kitchen

"Everything Electrical for After-Victory Homes"

GENERAL ELECTRIC

Tune in: "The G-E All-Girl Orchestra," Sunday 10 p. m., E.W.T., NBC. "The World Today" news, every weekday, 6:45 p. m., E.W.T., CBS.



Settings and accessories by Lord & Taylo

HIS RING — on your finger — it's a symbol of things hoped for! The house, the garden, the babies, the dogs, the dear life you plan to share tomorrow! And it's not too soon to plan — to think about the details that build a background for good living.

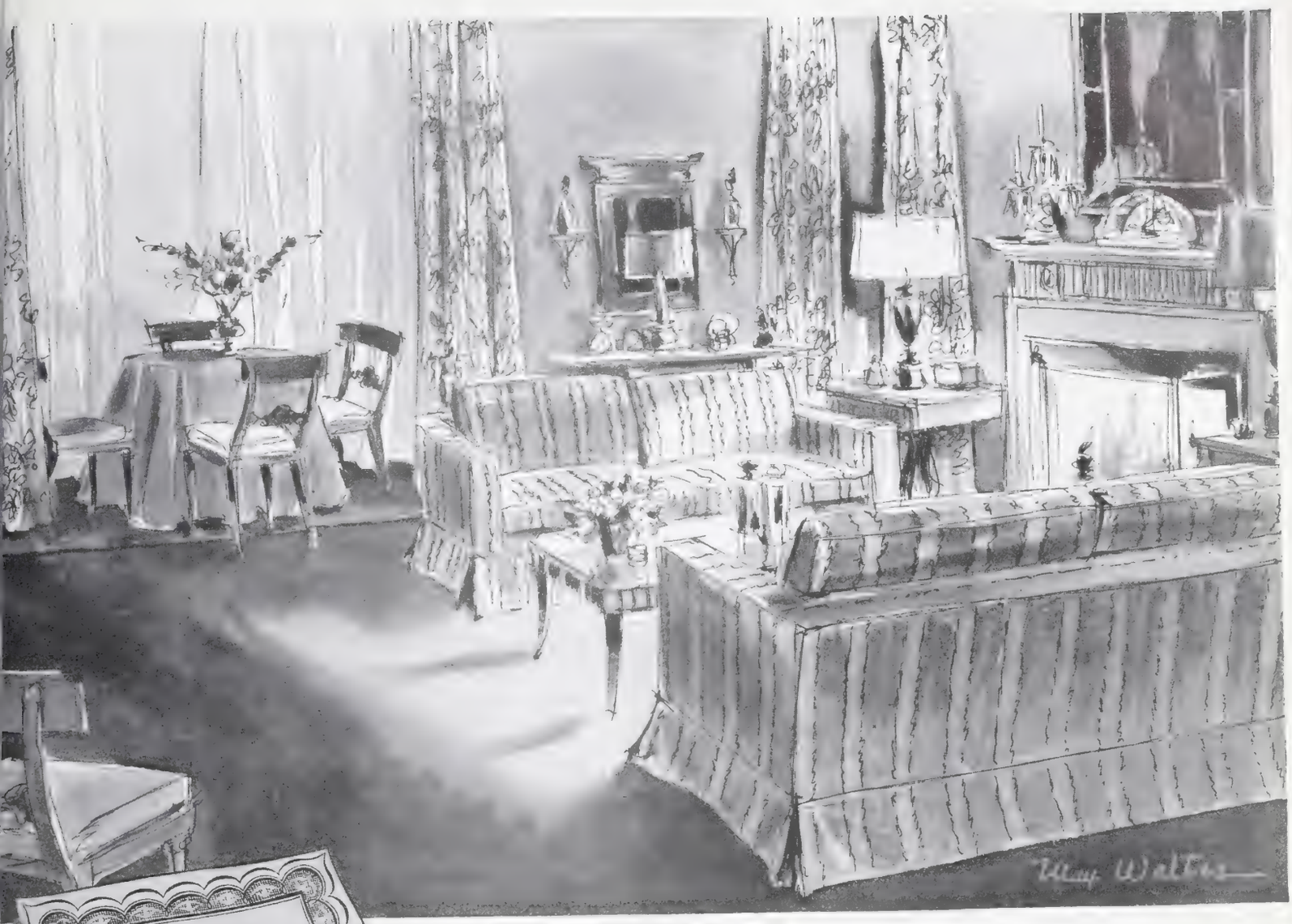
North Stars, for instance — those blankets of caressing luxury. They're virgin wool to the last fluff, long-fibered, woven to stay kitten-soft through years of sturdy wash-and-wear. When you buy blankets, you're making an enduring investment. Invest wisely — buy North Stars! Light as down, warm as Spring, every North Star Blanket sweetens sleep — and . . .

sleep is your best beauty treatment

NORTH STAR
Virgin Wool Beautymaker
BLANKETS

PICTURED: North Star "Regal" Pa
Rose Dust. From budget quality to utmo
luxury, North Stars are supreme value
At fine stores everywhere. North St
Woolen Mill Co., Minneapolis 1, Min

*"North Star" is also your guide to fi
baby blankets . . . superb all-wool fabri
. . . hand-woven "Means Weave" throu*



Waverly
GUARANTEE
BOND

Bonded Beauty

FOR YOUR NEW **SLIPCOVERS AND DRAPERIES**

Behind the radiant beauty of Waverly☆ Sister Prints stands the famous Waverly Bond—your positive guarantee of loveliness that will endure through countless cleanings, washings and exposure to the brightest sunshine. When you buy Waverly Twillwood, Glosheen or Clipper Cloth for slip covers, draperies or other purposes you buy with the absolute certainty of satisfaction. Ask your store for the Waverly Bond.



Wash them



Clean them



Leave them i the su

WAVERLY *Bonded* **FABRICS**

DIVISION OF F. SCHUMACHER & CO. ◦ 60 WEST 40th STREET, NEW YORK 18, N. Y.

☆ *Reg. Trade Mark* — **IF IT ISN'T WAVERLY—IT ISN'T BONDED**



Make Your Own
Private World

A BED OF ROSES

Lush, full-blown pink roses — a whole bower of them tumbling in at your window, ruffling your bedspread, blooming at your dressing table. And even a rose wool blanket to cuddle your fondest dreams! It's our happy, feminine formula to put you and your bedroom in a rosy frame of mind.

Bedspread by Sumerson of quilted white rayon taffeta sprinkled with appliqued chintz roses, deep skirt of rose printed white chintz. Twin size, $24.50 each. Full size, $27.50 each.

Draperies of rose printed white chintz with ruffles of white rayon taffeta. 2¾ yards long, $16.95 a pair.

Dressing table skirt of quilted white rayon taffeta scattered with appliqued chintz roses. $19.50 set.
Rose colored North Star virgin wool blanket, luxuriously warm, incredibly soft. $16.95 each.





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Chicago



ilash Elza's
Hand-Printed Designs

ALL THROUGH THE HOUSE

Sun-coaxing strawberries, wild-
wers and early American provincial
nts—the rare, custom-made kind
ally limited to interior decorators
il Elza of Hollywood hand-printed
m on washable white cotton for your
n imaginative use. So have yourself
abric fling—and watch your home's
mediately joyful reaction.

3 Prints, each 52 inches wide

1. Provincial
2. Wildflower
3. Strawberry

$1.95 a yard

L ORDERS FILLED • EXPRESS CHARGES EXTRA

CARSON PIRIE SCOTT & Co. ★ ★
Chicago





well, let's talk about that!

"I didn't think home meant so much to
ters would creep little recollections of a
fasts in the bay window. Once he wrote
piece like the breakfront Mother got fr
my home to be: lovely and right.. and s

"I bought our breakfront yesterday. No
what I might have frittered away on s
precious piece. That's why I went to S
and has been for over a century."

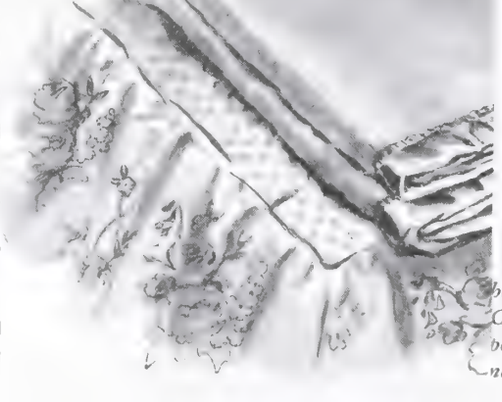


The closed door that says "*welcome*"

"Keep out," one door se
"Come in!" smiles anoth

Look again at that second
the little things that add u
come. There's a graceful k
golden mellowness of bra
door knob, polished to a s
of many hands on enduring
of fine brass hinges when

When you build *your* ne
busy with war work—again
and bronze to manufacture
for friendly doors.



Chase

BRASS & COPPER CO.

— INCORPORATED —

Subsidiary of Kennecott Copper Corporation

Waterbury, Connecticut

e war enjoy Chase Red Brass Pipe or Copper Wa
Chase Bronze Screen Cloth, Chase Copper Gutte
outs and Flashings, in your home. And install go
nd bronze hardware and brass plumbing supplies, t



"He's Never seen the baby or the breakfront"

"But he'll know them both. The baby's a pocket edition of him. The breakfront... well, let's talk about that!

"I didn't think home meant so much to him until he went away. Then into his letters would creep little recollections of a favorite picture or his old chair or breakfasts in the bay window. Once he wrote: 'Some day, let's buy a really knockout piece like the breakfront Mother got from her family. It looks like what I want my home to be: lovely and right.. and sort of indestructible.'

"I bought our breakfront yesterday. Not by stinting on war bonds, but by saving what I might have frittered away on silly things. It was precious money, for a precious piece. That's why I went to Sloane. Home is where their heart is, too... and has been for over a century."

W+J SLOANE

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WASHINGTON, D. C. • SAN FRANCISCO • BEVERLY HILLS • WHITE PLAINS

GIFTS OF FRUITS

• • • FROM THE ORCHARDS OF CALIFORNIA

LET ME SOLVE YOUR CHRISTMAS PROBLEMS

I ship my luscious California fruits and confections direct to your friends, enclosing your card. Giant stuffed figs, thin-skinned black figs, new crop dates, candied cherries and pineapple, and delicious fruit and nut confections.

Beautifully packed in handsome Redwood boxes. Order several for yourself and to give to your important friends. Satisfaction or your money refunded.

NO RATION POINTS REQUIRED

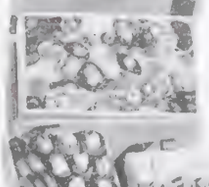
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3 lbs. Net Assorted Fruits Packed in Redwood

REDWOOD SERVING TRAY

Express Prepaid 3.50



OLD MISSION CHEST

Handsome Redwood chest with three trays, each packed with delicious stuffed figs, dates, fruit and nut squares and assorted nutmeats.

9 lbs. Net Express Prepaid 9.85



TREASURE CHEST

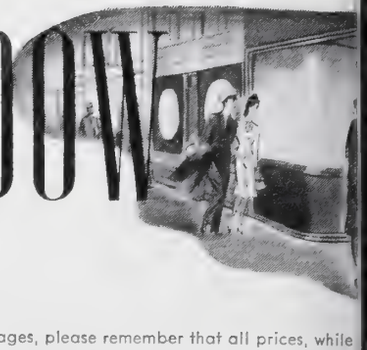
My prize box of California's finest fruits and fruit-nut confections.

5 lbs. Net, Express Prepaid 5.85

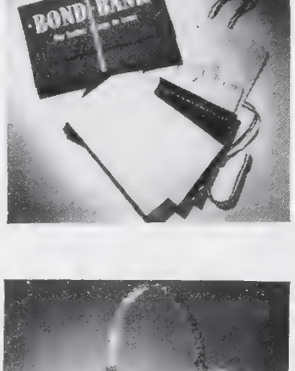


CANOGA FARM
R.F.D. 4, ENCINO, CALIFORNIA

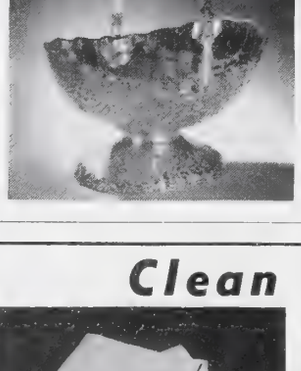
WINDOW



When you do your shopping on these pages, please remember that all prices, while verified as we go to press, are subject to change. Remember, too, that these prices are subject to Federal and, in some cases, local taxes, except as otherwise noted



SAVE FOR A DREAM. We not reminding you to buy more bonds because we know you're do that. But we are suggesting that keep them all in one place, each earmarked for the dream you want to buy—an ice box, washing machi car, helicopter, down payment for t house on a hilltop. Just 25¢ from J. Pitcher, 572 Madison Ave., N. Y. C.



SILVER BASKET! Long after strains of Lohengrin have faded, orange blossoms withered, the br will remember your thoughtfulness a rare good judgment in sending her t lovely gift. The basket is silver-pla and perfect in its miniature cha Wonderful for flowers, candy, or sh decoration. 6¼" long, $12 includi 20% tax. Express collect. Alfred Orl 421 Madison Ave., New York 17, N.



Your Own Individuality is charmingly expressed in this beautifully wrought initial jewelry by Silversmith, Leonore Doskow. Wear the hand-pierced sterling silver pin on your dress, suit, handbag or beret. The hand-pierced sterling silver ring is so simply designed that it will look well on either a man's or a woman's hand.

May be mailed overseas without request

2-Initial Pin—2¼ in. wide x 1¾ in. high. **$7.50** *postpaid and tax included*

2-Initial Ring—send string or ring size. **$12.00** *postpaid and tax included*

LEONORE DOSKOW *Silversmith*

BOX HB MONTROSE, N.Y.



FOOTLIGHTS

You'll feel like a bride every time you slip into these pretty Scuffs, and if you expect to do any traveling you'll find them indispensable. Made of quilted rayon satin, hand finished they come in pink with blue trim or blue with pink trim.

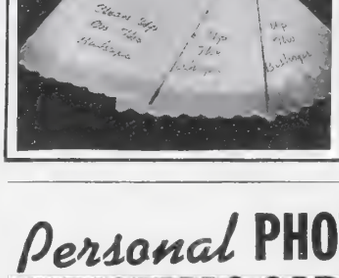
Small, medium, large, $5.95

Postpaid. Sorry, no C.O.D.'s

Gramercy Gifts

475 FIFTH AVENUE NEW YORK 17, N.Y.

Clean Up Towels



50 for $1.25

"Clean Up on the Burtons"—or the Andersons—or any name you give us . . . is printed in gay script type on these deluxe, paper-linen guest towels. They're snowy white with colorful borders of red or green or blue and the personalization is printed in matching hue. 50 for $1.25, 100 for $2. Postpaid.

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MILES KIMBALL COMPANY

Kimball Bldg., 33 Algoma Blvd., Oshkosh, Wis.

McCutcheon's



Beautiful copies of old English

Hand-Painted Tole Trays

Cocktail size . . . . . 6.95 Tea size 10.95

Charming accessories to autumn entertaining. Cocktail trays are 10¼" x 22¼" and tea trays are approximately 16¼" x 22¼". Both come with black, green, maroon, or gold backgrounds.

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25 FOR $1.00

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from your favorite negative

Get Yulecards — photographic Christmas cards made from your very own negative. They're original — beautiful — of the highest quality and very inexpensive. You send us negative of family, children, pet, home, etc., and we make beautiful free sample. *Then you can see your card before you buy.* Send any size negative (not print) of your snapshot, this ad and 3c for return postage. We will return to you immediately free Yulecard, illustrated folder and your negative. No obligation.— After Nov. 15 send 6c for *1st class* return postage. Free offer expires Dec. 1.

FREE

YULECARDS

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Large Lucite

MAKE-UP MIRROR

Diameter, 7¾ inches. So light, so easy to lift to your face, yet perfectly balanced to stand firmly on your dressing table. Handiest make-up mirror you've ever seen!

$4.00 Postpaid

ARTISTIC MIRROR CO

166 East 33rd St., New York 16, N. Y



"THROUGH THE LOOKING GLASS"

BEHOLD GRAND COLONIAL, BEAUTIFUL FROM EVERY ANGLE

Grand Colonial

Third Dimension Beauty in Sterling by

WALLACE

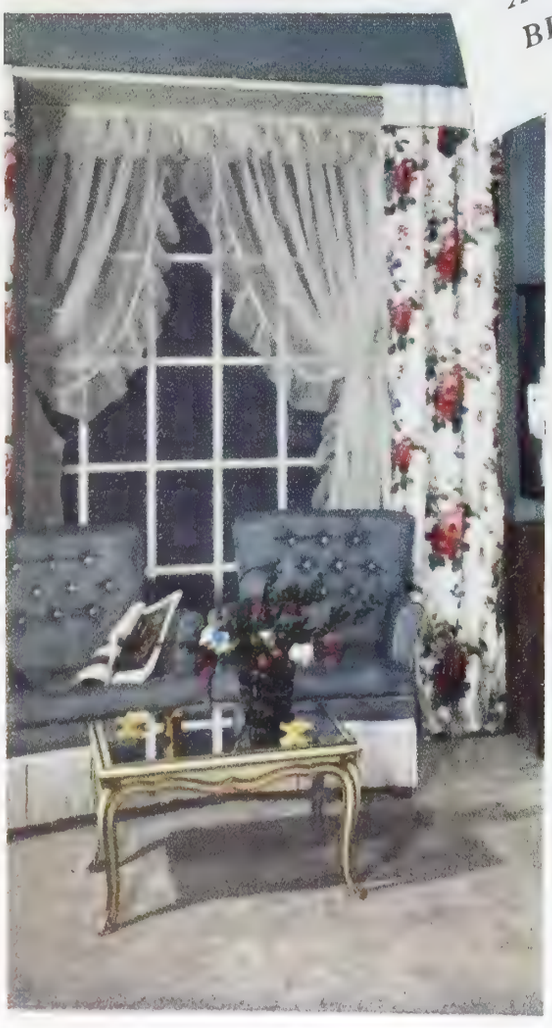
Mood of Tranquillity ... expressed in the soft music of the twilight hour... in the rhythmic beauty of silver. Grand Colonial reflects the stately elegance of the colonial motif, sculptured in the grand manner. This is Third Dimension Beauty, exclusively Wallace.

ay, Wallace craftsmen dedicate their skills to Victory. But plan now for the post-war era when silver will again be available in larger quantities for gracious living. ☆ ☆ ☆ Send 10¢ book, *Wallace Beauty Moods in Silver*, and read the fascinating story of Wallace sculptured patterns – Grand Colonial, Grande Baroque, Stradivari, Sir Christopher and Rose Point.

☆ ☆ WALLACE SILVERSMITHS, WALLINGFORD, CONN. ☆ ☆ ☆



Livable and Lovely!
ALL THE MAKINGS FOR THE BEDROOM OF YOUR DREAMS!





It's love at first sight and forever-after with these bedroom pieces by Drexel . . . sturdily built with an exquisite swirled veneer of Honduras mahogany. The "Mr. and Mrs." six-drawer dresser with mirror, around $115.00, may be used separately—or combined with the bachelor chest (not shown) to achieve an extended modern arrangement. Bed, around $50. Vanity with mirror, around $100. Night table, around $22.50. Bench, around $15. To add to the glamourous picture . . . colorful draperies and spreads by Bloomcraft in "Regent" twill with quilted white chintz. Draperies, around $10 a pair. Spreads, around $17 each. Pillow shams, around $5 each. Dressing table skirt, around $10.

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Paterson, N. J.....*Quackenbus*
Pottsville, Pa.....*Pomero*
Reading, Pa.....*Pomero*
Saint Paul, Minn.*The Golden R*
San Antonio, Texas.....*Joss*
Springfield, Mo.....*R*
Syracuse, N. Y.....*D*
Tampa, Fla.....*Maas Broth*
Waterloo, Iowa.....*Blu*
Wilkes-Barre, Pa.....*Pomero*

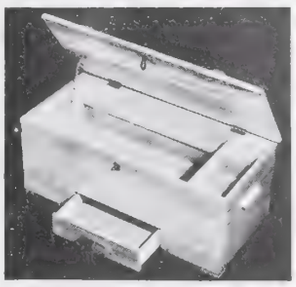


WINDOW SHOPPING

NEY PINCHER. We found a ng silver bill clip—heavy, mag- ntly simple—and we guarantee a man will dote on it! Unmarked, ry is immediate, so you can send your far-away Yank as a Christmas nt. But if you want it engraved block letters (10¢ a letter), allow ys. It's about 2" x 1" and costs $6 ding 20% tax. Georg Jensen, 667 Ave., New York 22, N. Y.



NDERFUL TOY CHEST. It's enough to hold everything from s and boats to dolls and stuffed als. Youngsters love it because it's own private property, marked with first name, and because it has a drawer! Mothers are spellbound the neat nursery that results. 16" x 14", in natural and a few ray. $19 exp. coll. Young Books, Madison Ave., N. Y. 21.



EEN GROWS THE IVY and yrockets the decorative success of room. The trick, of course, is this ture plant table. It's only 5½" x x 3" high, is hand made of ma- y and comes with its own little r pot for ivy or planted posies. ember this for wedding presents, se brides love them! $3.75 post- (without ivy) from Mayfair Gifts, t Hills, N. Y.



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MARVELOUS "FAT PINE" SOUTHERN KINDLING

130 LBS. TWO CRATES **$4.85** F. O. B. WINTER PARK

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WINTER PARK, FLORIDA

ASK FOR OUR NEW RUSTIC FURNITURE CATALOG

Established in 1834



Nice to Give

NICE TO OWN

White China Cake Plate, green and gold trim, 11" diameter, $5.50. Other cake plates of china or glass from $4.00 to $8.00.

Sterling Silver Cake Server with Stainless Steel Blade, designed in the Danish manner, $6.00.

Delicately etched Crystal Sugar and Cream Set, silver bases. Price, $8.50. Matching cigarette holders, $7.00 pair.

Prices include 20% Federal Tax

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Wm. WISE & SON

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FRESH *Palm Ripened* DATES

Nature's most delicious Sweet. Grown to perfection on the majestic palms of Arizona's desert oasis. Express prepaid direct from the grove to you.

Packed in redwood boxes } 2 lb. $3.25 / 5 lb. $6.75

12 1-lb. baskets $15.00

Perfect Arrival Guaranteed. Mail check or money order to

DESERT TREASURES
Box 2468 Tucson, Arizona

Send 10c for Christmas circular.



Gift Packs of Fresh Dates & Tree-Ripened Citrus Fruits.



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New Catalog!

Write today for your copy of the big new catalog showing all the beautiful Emkay Candles and accessories that have been designed for use during the coming holiday and winter season, and for every other occasion. There are special styles for birthdays, weddings, anniversaries, and other celebrations.

EMKAY CANDLES

Dept. H Syracuse 1, N. Y.

Volupte's



Mock Tortoise COMPACT

With Mammoth Engraved Gilt Initials

Jumbo loose powder compact, feather-light with knife edge, large mirror and puff.
4" round size, $3.50.
5" round size, $4.50.
Indicate three initials to be engraved, underlining initial of last name. Mail orders filled promptly.
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School Days ARE HERE AGAIN!



Use ROSE MILL LIVER PÂTÉ for a new, delicious and nutritious sandwich filling.

HERE IS A SUGGESTED RECIPE: Mix 1 tin Rose Mill Liver Pâté with ½ c. grated raw carrots, ¼ c. chopped green pepper and 1 tsp. chopped chives. Stir in enough mayonnaise to moisten. Makes 6 sandwiches, allowing 1½ tb. filling per sandwich.

PLANNED FOODS, INCORPORATED
501 Madison Avenue, New York 22, N. Y.

Please send me a 6-oz. tin of Rose Mill Liver Pâté — 23c postpaid.

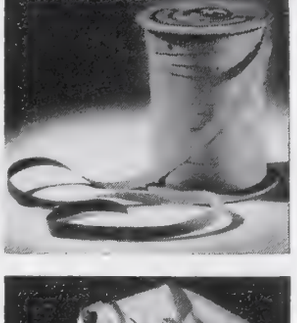
NAME _____

STREET _____

CITY _____ STATE _____



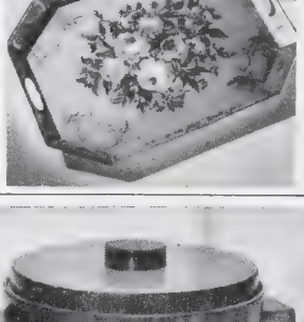
WINDOW



CHRISTMAS WRAPPING. your fixings early, ladies, or you' out of luck this year. So here's a yd. bolt of Christmas tie that is c (not paper) and ties into a crisp perky bow. It's economical, too, cause there are no wasted snippe smaller rolls. In red, green, or w $2.50 postpaid. Daniel's Den, 141 bury St., Boston 16, Mass.



FLATTERER! No woman wi grain of fashion sense ever unde mates the importance of a blouse. any woman who has shopped for knows that the pickings are slim. just look at this! Made of For crepe with a petal scalloped neck, detailed yoke, and in high style co white, fuchsia, lime, aqua, black, brown. 32-38. $8.95. Martha West, Madison Ave., New York 22, N. Y.



YOU'LL ALWAYS BE GL you ordered this tray because everyt about it is exactly right. It's mad tôle in black, gray-green, red, or with assorted flower and fruit des and the cut-out handle grips are derful for easy carrying. 22½" x 16 it's the perfect size for tea or cock $10.95. McCutcheon's, Fifth Ave. 49th St., New York 17, N. Y.



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To prevent damage . . . to keep your dog off chairs, beds, rugs, etc. . . . just apply Powder Chaperone lightly. Harmless to humans, fabrics and animals. You don't see it . . . don't smell it . . . but dogs do and stay away. SEND NO MONEY — Order C. O. D. $1 plus postal charges for generous package — several months' supply (or send $1 and we pay postage). Sudbury Laboratory, 734 Dutton Rd., South Sudbury, Mass.

LITTLE ACCESSORIES



A

THREE INCHES HIGH! Fine miniature white china vases decorated with gold. Adorable in what-nots; attractive on your tables. Splendid for cigarettes, too. These are exceptionally nice for **$1.95 a pair, postpaid.** Designate style A or B.

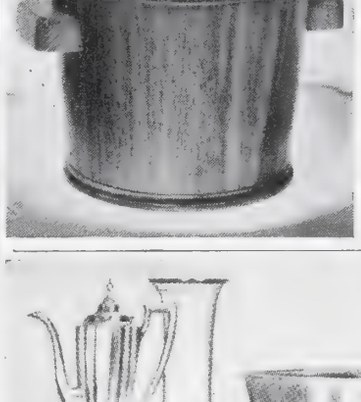
B





Place cards. Can be used over and over. Mirrored, decorated, with frosted center for the name which can be washed off. Complete set of 8 with holders, **$1.35 postpaid.**

EDITH CHAPMAN
163 East 33rd Street, New York 16, N. Y.



THERMOS ICE BOWL

A necessity for smart partie Two-quart capacity in eithe mahogany or walnut finish—wi keep ice cubes for the evening Also keeps food hot or cold.

PRICE: $12.00

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SAGONHAS

HAND-SEWN
BY AMERICAN INDIANS!



On the warpath for comfort? Let your feet *relax* in the slipper-softness of these genuine, hand-sewn Sagonhas. Perfect for casual, leisure-hour wear. Soft brown leather, all lamb's-wool lined and *colorfully beaded by American Indians.* With adjustable drawstring for perfect fit . . . medium width. "Sagonhas" satisfy—or your money refunded . . . **$4.95**

PACKARD-RELLIN
Milwaukee 3, Wisconsin

No ration coupon required!
Mail Orders carefully filled . . . add 25c for handling . . . be sure to state shoe size.



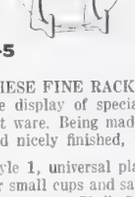
SILBRITE
TARNISH RETARDER

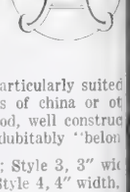
For a lasting, lustrous polish, try this two-way beauty treatment for silver. First: Polish with Silcreme Silver Polish. Second: Retard tarnish for 30 to 60 days by sealing the pores with Silbrite. Both are approved by leading silverware manufacturers and jewelers. 6-oz. bottle Silbrite, $1.25; 1 pt. bottle Silcreme, $1.25 postpaid. $1.35 each west of the Rockies.
Norma Chemical Company, *Dept. 7,* Mount Vernon, New York.

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THESE FINE RACKS are particularly suited the display of special pieces of china or ot flat ware. Being made of wood, well construc and nicely finished, they indubitably "belon

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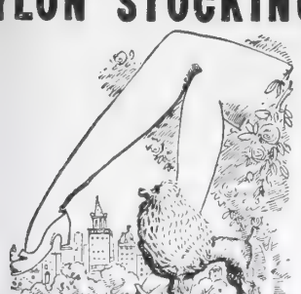
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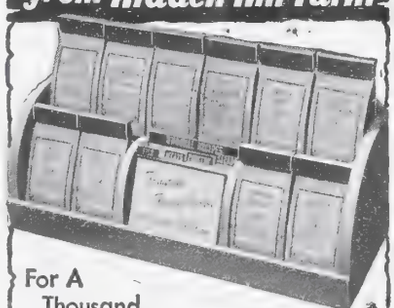
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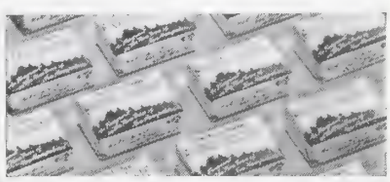


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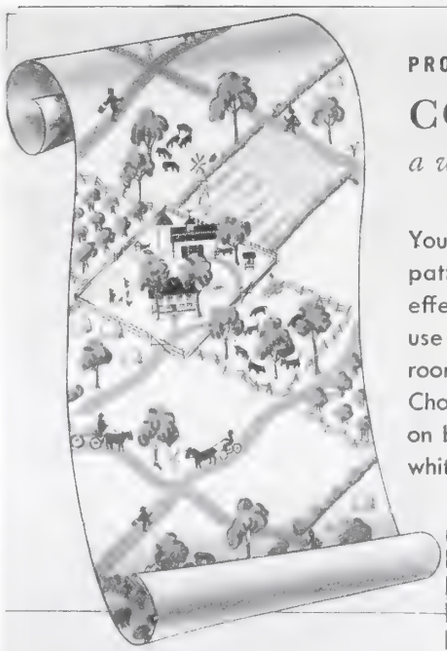
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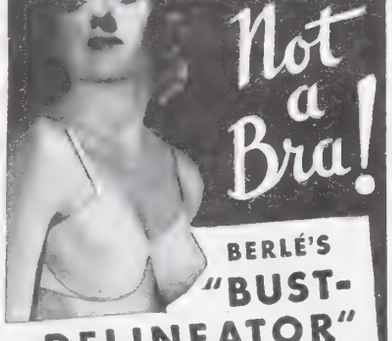
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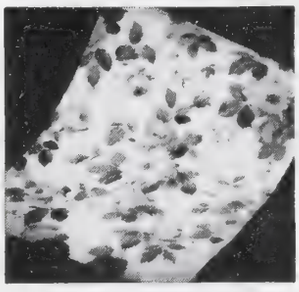
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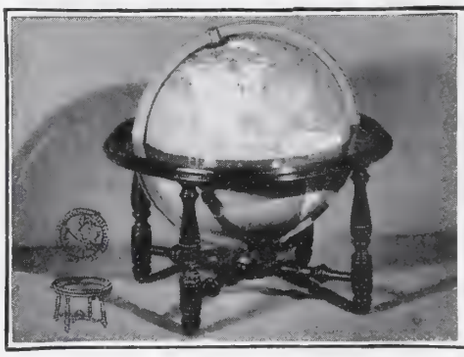
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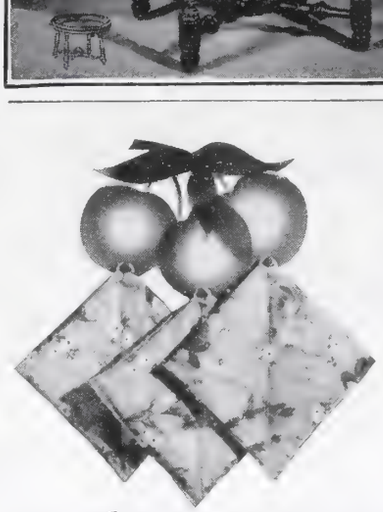
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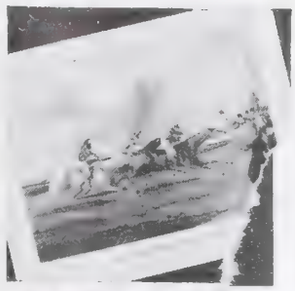
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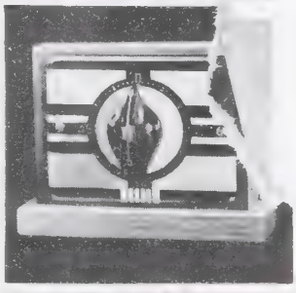
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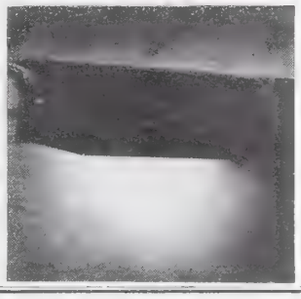
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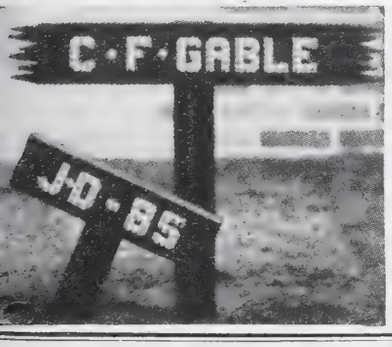


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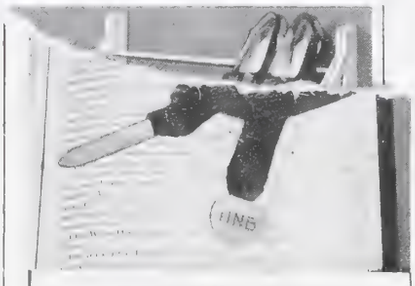
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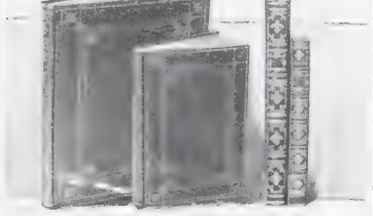
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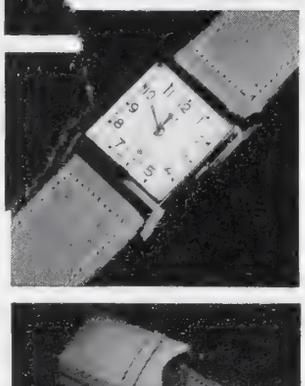
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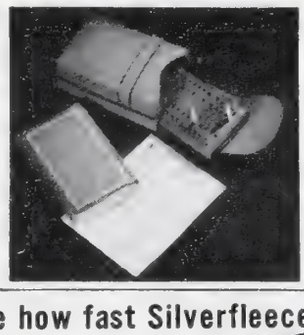
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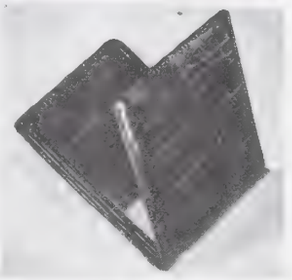
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A handsome and roomy cigarette box—tight fitting lid—the narrow section holds regular size—the wide portion King size. Ideal for candy or nuts. Of hand blown glass. it may be had in rich blue or amethyst. 10" x 4½" x 1¾". $2.75. Ash Trays 65c each.



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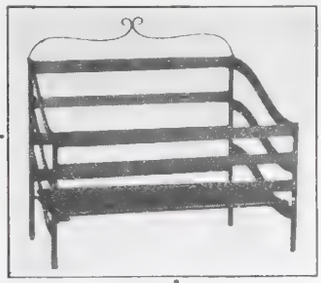


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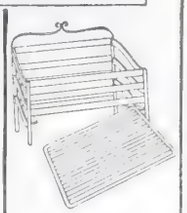
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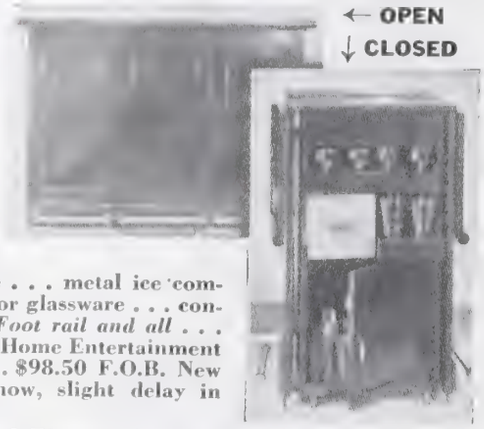
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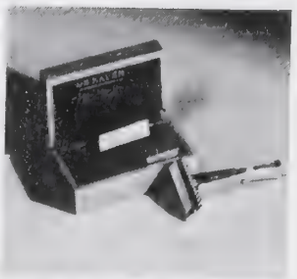
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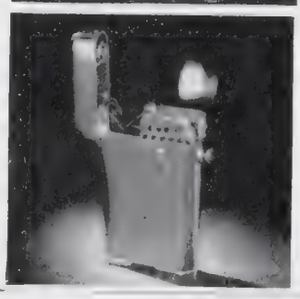
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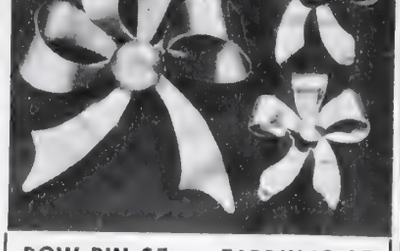
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Celanese*

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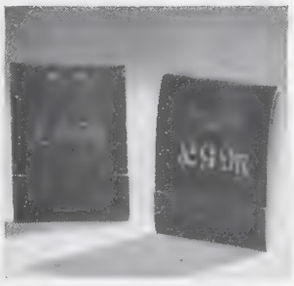
INDOW SHOPPING



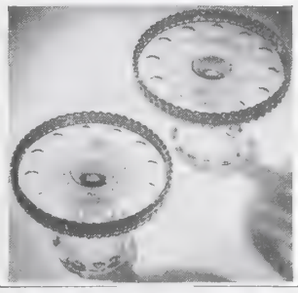
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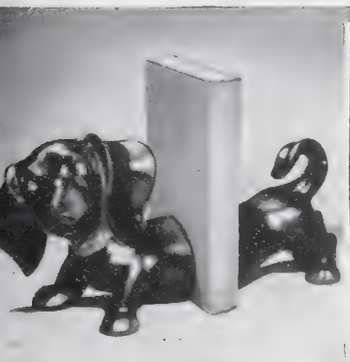
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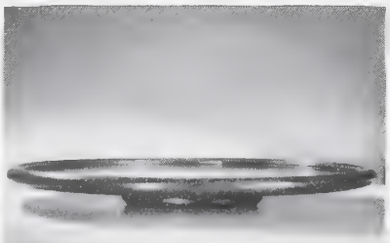


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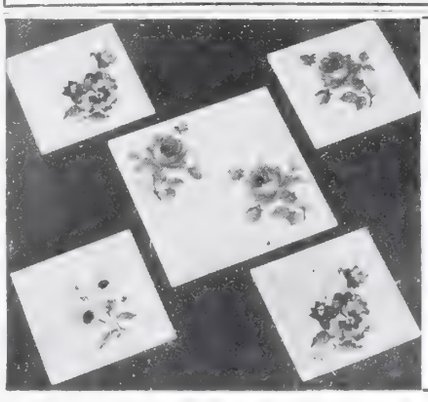
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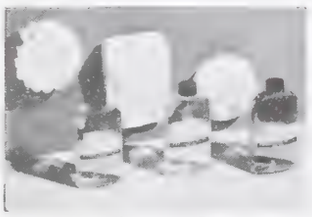
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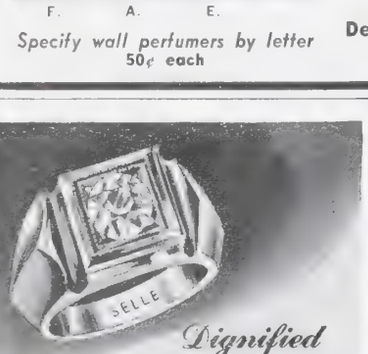
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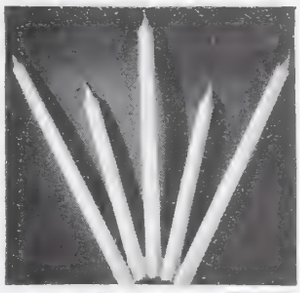
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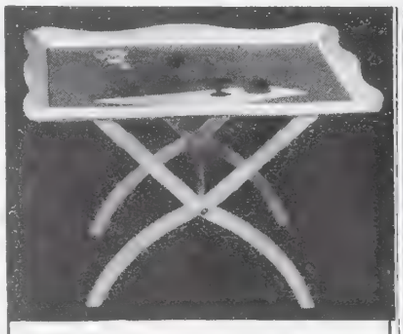
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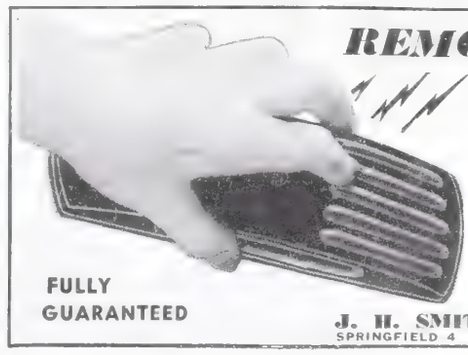
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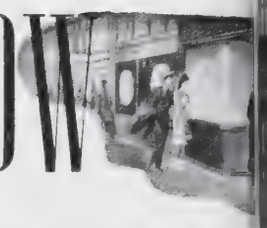


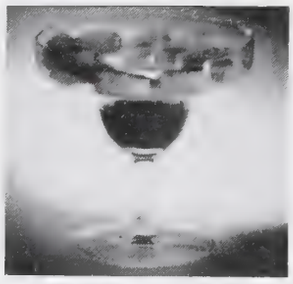
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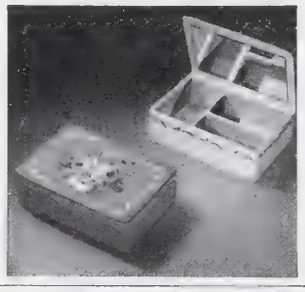




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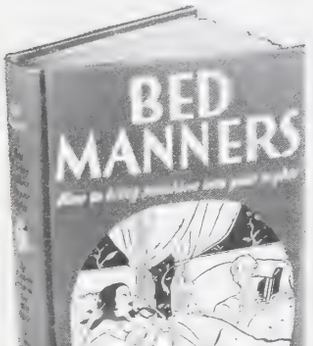


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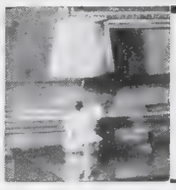


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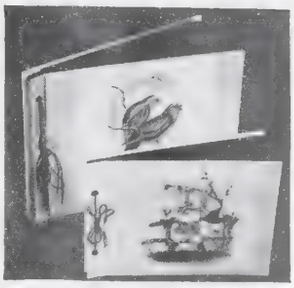
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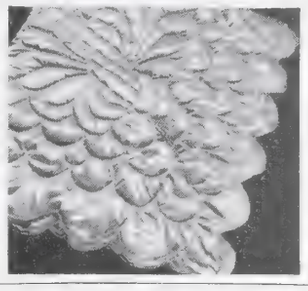
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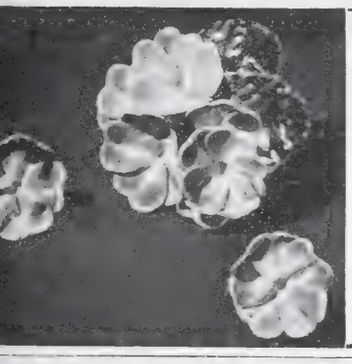


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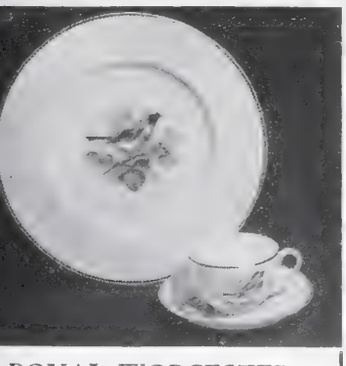
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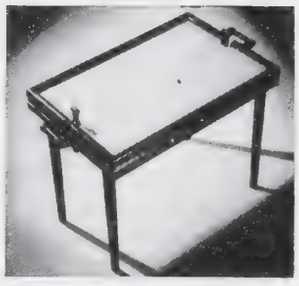


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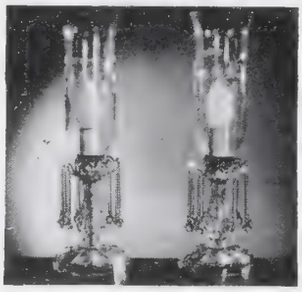
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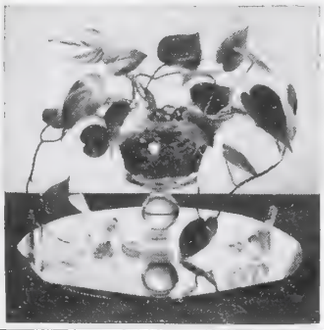
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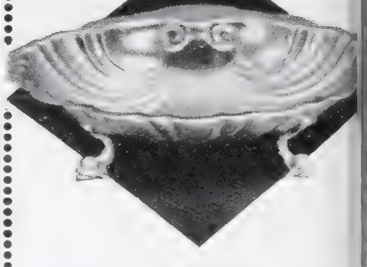
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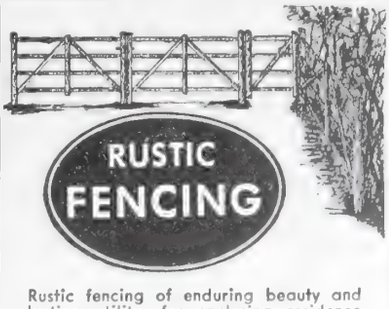
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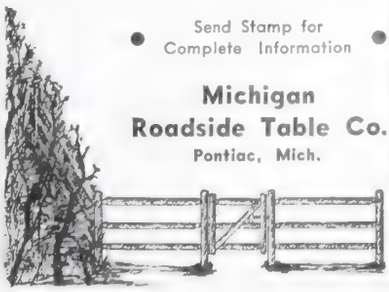
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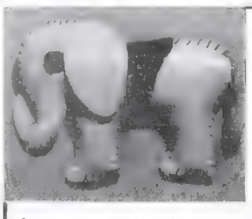
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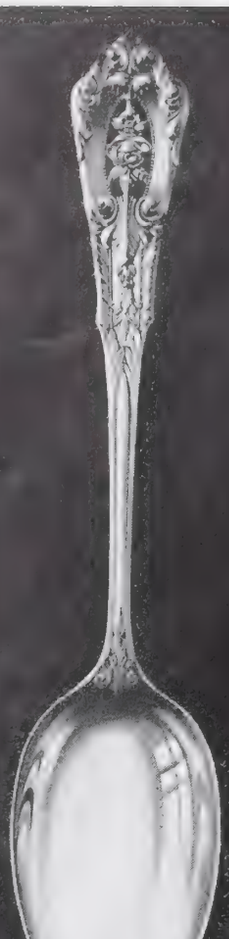
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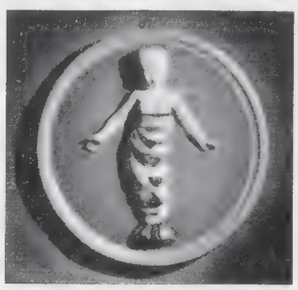
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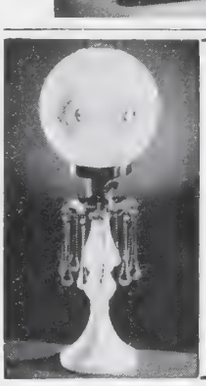


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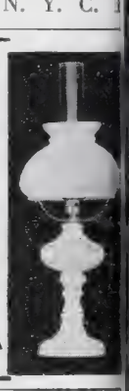
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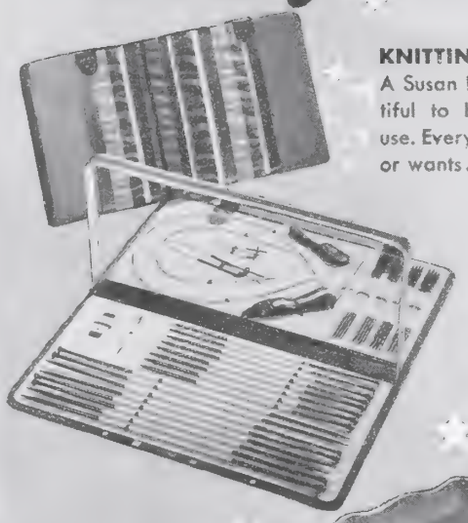
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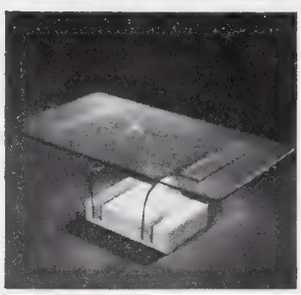
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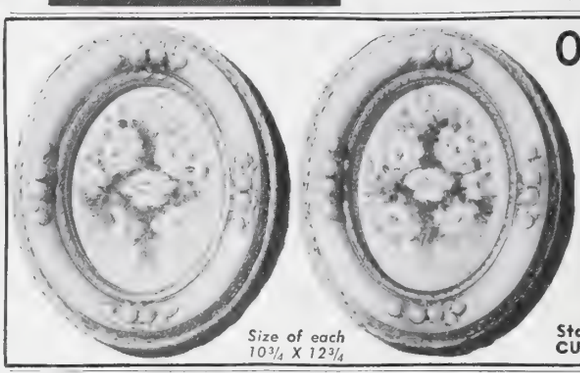
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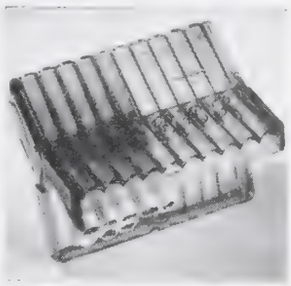
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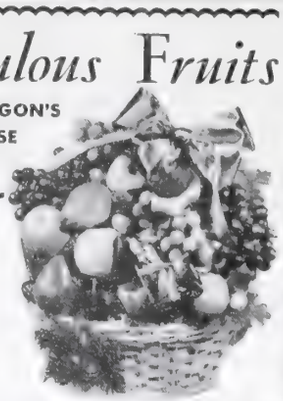
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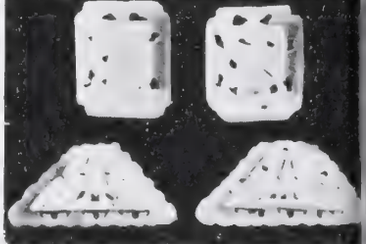
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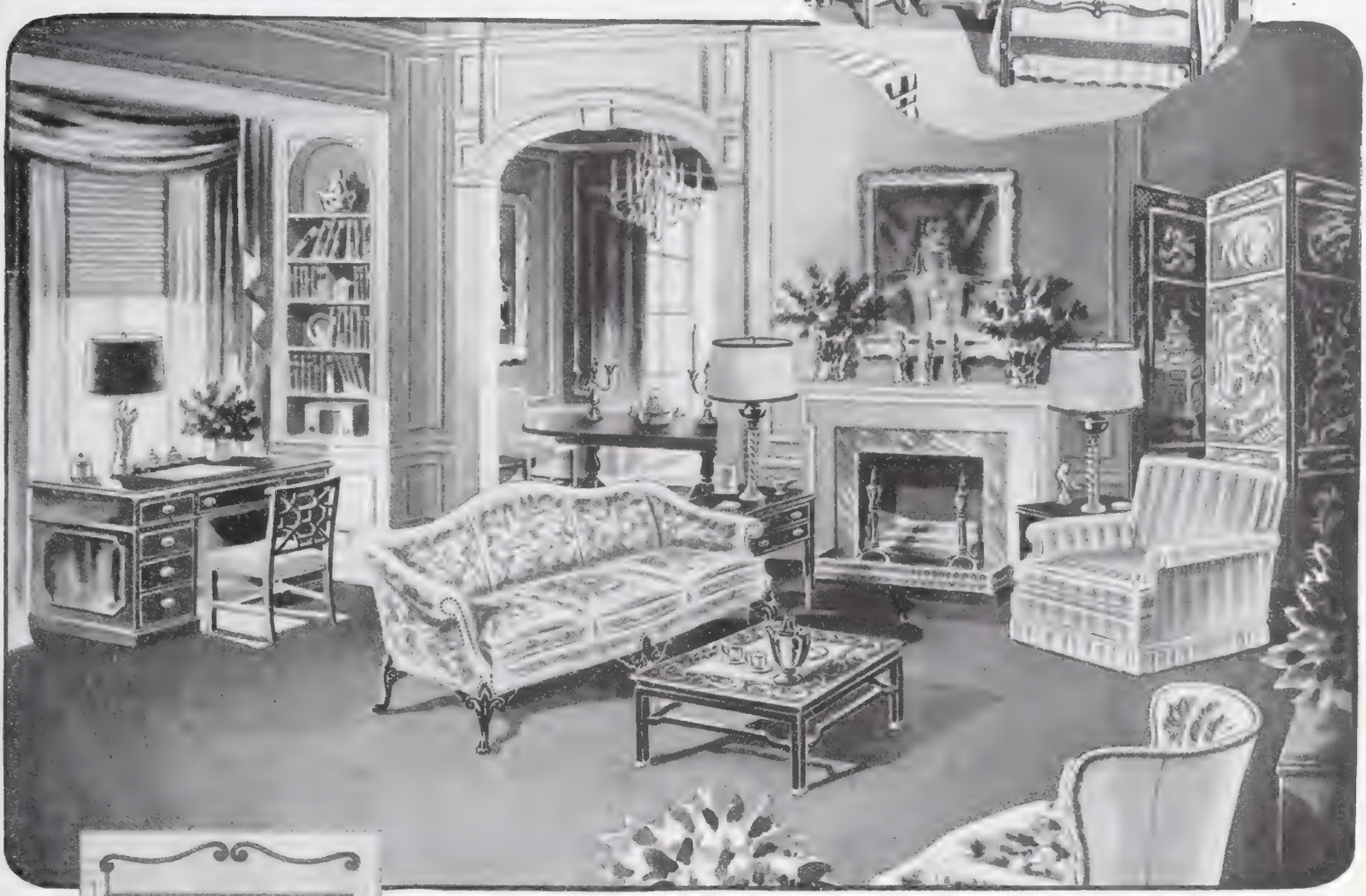
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Vol. 86 OCTOBER 1944 No. 10

• Cover, staircase in home of Mr. and Mrs. Leigh Block, Glencoe, Ill.

DECORATING

Where Do Your Tastes Come From? 51
For Better or Worse Hotels Affect Your Taste 52-53
These Washington Hotels Influence 403,622 People Every Year 54-55
The Newest Hotels Are Teaching Us How to Use Space 56-57
Your Ideas Are Molded by the Places You Go 58-59
Pace-Setting Homes in Your Town Affect YOU Most of All 60-67
Even Tourist Quarters Affect Your Tastes 68-69
Built for Tourists, These One-Room Apartments Are Never Empty 70-71
How Do You Know It's a Good Color Scheme? 76-77
Make Mine Plain 82

GARDENING

How To Hitch Your Garden to a Star 74-75
Choose Your Roses To Fit Your Personality 80-81
Do You Know How to Defrost Your Garden? 146-147
The Log of the Practical Gardener 149

HOUSE BEAUTIFUL'S HOME PLANNER'S STUDY COURSE

During the War Your Role as a Borrower Has Improved 83
Shylock Has Gone Out of Style 84-85
Features of US Loan Plan for Postwar Home Builders 85
They Built Their House Week Ends 86-87

FOOD AND ENTERTAINING

On Making Culinary History 78-79
Pantry Shelf News 140-141

OTHER FEATURES

Window Shopping 16-44
Is Your Home Town As Good As It Could Be? 72-73
How to Judge How Good Your Town Is 73
Those Blooming House Plants 88
Is Musical Popularity a Fallacy? 90
Tips on How to Get Started Improving Your Town 119

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RALPH BAILEY
Managing and Garden Editor

RUSSELL RYPSAM
Art Editor

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Home Furnishings Editor

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Right — for those who wear the Purple Heart

w he's on his way. The hospital train will take
n to convalescence close to home and family.

his hospital on wheels is staffed and equipped to
ndle his every need on the journey. Throughout,
s flooded with a new kind of light—cool and glare-
e fluorescent. It is easy on the eyes of wounded
n. It helps doctors and nurses do their jobs.

his lighting equipment, like everything else on the
spital train, is the last word. Fixtures and lamps are
nufactured by Sylvania, which means they are
ilt to one standard—the highest anywhere known.





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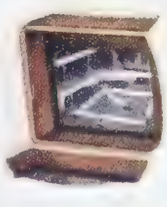
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Heart of your postwar television set will be a cathode ray tube. This electron tube is one of many types that Sylvania is even now producing. Work in the field of electronics will be a definite part of Sylvania's activities.



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*One of a series of events in the lives of immortal composers, painted for the Magnavox collection by Walter Richard

How music entered George Gershwin's life

GEORGE GERSHWIN'S introduction to good music came when he was six years old. "I stood in a penny arcade listening to an automatic piano leaping through Rubinstein's *Melody in F.* The peculiar jumps in the music held me rooted. To this very day I can't hear the tune without picturing myself in the arcade, standing there barefoot and in overalls, drinking it all in avidly."

To hear George Gershwin's music is to know that he grew up on the sidewalks of New York. He did his composing atop Fifth Avenue buses —on railroad trains—in rooms crowded with chattering friends. "I frequently hear music," he wrote, "in the very heart of noise."

Although George's formal training in music was slight, his first success, *La La Lucile,* opened on Broadway when he was only twenty-one years old. In 1924—in his twenty-sixth year—he graduated from Tin-Pan Alley to Carnegie Hall by composing *Rhapsody in Blue.* It brought him a million dollars in royalties—and highest praise from serious critics the world over.

Whether you prefer the George Gershwin of *Lady, Be Good* and *Of Thee I Sing* or the George Gershwin of *Rhapsody in Blue* and *Porgy and Bess,* it will add to your enjoyment of his re corded music to hear it played by a Magnavox Probably the best evidence of this instrument' notable superiority is this: The Magnavox i the radio-phonograph chosen above all other by such great contemporary artists as Kreisler Heifetz, Ormandy, Beecham and Horowitz

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WHERE DO YOUR TASTES COME FROM?

Your tastes are the result of your experiences. Environment *is* stronger than heredity. So it behooves you to expose yourself to only the best influences

By Elizabeth Gordon, Editor

I never cease to ponder the phenomenon of why one person has good taste and another person bad taste. I, personally, have no use for the popular fallacy that your taste is born with you. Taste is made—not inherited. Yours is constantly being formed and re-formed. I have seen many people reshape their tastes, either deliberately or unconsciously. Sometimes the change occurs because of a shift in social or professional status. Sometimes it happens because of travel or education. Always it has been brought about by the experiences that a person has undergone. Any social scientist would tell you in no uncertain terms that you are the master of your own taste.

If this be so, it would seem a good plan for us to watch our visual experiences and influences as carefully as we watch our diet. For an understanding of beauty and an appreciation of the finest in our arts and crafts can lead to a fuller life just as surely as good health can. With this in mind, we invite your thoughtful inspection of the next eighteen pages.



PHOTOGRAPHED AT R. H. MACY & CO. BY EMELIE DANIELSON



The Beverly Hills Hotel at Beverly Hills, Cal., asked Designer Paul Laszlo to create guest rooms which would be usable 24 hours a day. See how he utilized odd-shaped window for built-in seats to accommodate many visitors

JULIUS SCHULMAN



Laszlo separated dressing quarters from living quarters by open partition which does not sacrifice light or space. Modern styling keeps dresser from looking like one, enables it to be used in same room with daytime pieces

Right: One-room apartment dwellers, take note! Here's a tip for you—beds that can be part of the living room grouping because they are tailored to look like divans for daytime use. Interiors executed by Laszlo, Inc.

HANS VAN NES



Decorator Dorothy Draper styled this guest room for the Lombardy Hotel, New York City. You'd never guess that those smart sofas are actually beds, those interesting chests are dressers. Notice draperies hung wall-to-wall



For better or worse . . .

HOTELS AFFECT YOUR TASTE

Many guests, especially those to whom traveling is a novelty, tend to accept hotel décor as the epitome of good taste. Actually, most hotels in the past have been decorated in poor taste, and this influence is noticeable in too many of our homes

By
FRANCES T. HEARD

Hotels have sown seeds of bad taste on two counts: either their guest rooms have been cold and barren; or, designed to impress, they have been furnished with ornate furniture, fussy accessories, and "elegant" fabrics.

Visitors, particularly if they travel infrequently, are prone to regard hotels as major miracles, great, worldly, knowing places that can do no wrong. Thus, even if the guest wouldn't have chosen the plush armchair and French boudoir prints herself, she eyes them with respect. And something like them may show up in her décor next time she does over the spare room.

But in the last few years, hotel rooms have taken a turn for the better. This new trend is evident in the pictures on these pages. Since more and more people are now using hotels as semi-permanent homes, rooms previously devoted only to sleeping and dressing have had to be adapted to round-the-clock living and entertaining. So hotel owners have been calling on well-known decorators to design rooms which can be smart living rooms by day, comfortable bedrooms by night. The decorators have not only given them greater livability, but improved their color schemes, accessories, furniture styling, and arrangement. Consequently their value as taste-molders has gone straight up. We think their influence will be two-fold: on the homes of guests who occupy them, and on other hotels which will find that good taste is good business.



Occupants of redecorated suites at Savoy Plaza, N.Y.C., see how good décor is possible, even in wartime. Decorator Dorothy Draper gave new life to this living room by refinishing old furniture, adding new slipcovers, using such inexpensive tricks as wallpaper border

HANS VAN NES



A few large and important accessories give great character to this living room of a Savoy Plaza suite. Tall, well-scaled lamps, a space-creating mirror, wall shelves of china plates are good accessories not only for hotel rooms, but for individual homes, too

HANS VAN NES



Mayflower Hotel asked Decorator Dorothy Draper to turn former servant quarters into guest rooms. Rooms couldn't be enlarged, but multiple-use furniture built along walls saves space. Good decoration makes this a pleasant place to work

Another of the converted maid rooms at the Mayflower. Décor is reminiscent of a ship's cabin. Desk shelf under window lifts up to form dressing table. Plain walls and fabrics help make room seem larger. Note boat-cleat drawer pulls

Below: one of the combination conference-bedrooms at the Mayflower. Sofas seat many people comfortably, become beds merely by shedding slipcovers. One end of desk at far end of room lifts up to reveal dressing mirror and tray



HANS VAN NES

HEDRICH-BLESSING STUDIOS



Guests of newer hotels can work in complete comfort. Statler Hotel in Washington provides air-conditioning unit in each room, inconspicuously built into window sill. Control knobs enable guest to adjust temperature or shut off unit completely

These Washington hotels influence 403,622 people every year

Furnished to serve as offices, living rooms, and bedrooms during the war, these hotel rooms are giving thousands of people a new concept of comfort and utility

All roads lead to Washington nowadays. Ask Washington hotel managers for confirmation if you doubt it. From all over the United States and from foreign countries, too, hordes of business men, technical experts, Government consultants, service people pour into our national capital. The hotels have been host to them all. During 1943 the Mayflower and Statler alone had a combined registration of 403,622 persons.

And all of these more than 400,000 people have taken home with them new ideas about convenience, comfort, and eye appeal. For the Mayflower and the Statler, in furnishing their guest rooms, have pioneered a new concept which is illustrated in these pictures.

Office space was scarce for all those rush-in, rush-out business men. They were having to hold conferences, prepare reports, handle correspondence, and entertain in their hotel rooms. Regulation hotel furnishings were not up to the job. So these forward-looking hotels retained decorators to design new furniture which would enable the rooms to serve during the day as business headquarters and sitting rooms, at night as restful bedrooms.

Because these rooms make such good sense, business men like them. They like the specially designed furniture, which functions as efficiently as the equipment back in their own offices, but is handsome enough for a tastefully decorated home. They like the bright fabrics which are a relief from the inevitable monks cloth and leather. The men are going to remember the impact these rooms made on them when they do over their offices and homes.

The newest hotels are teaching us HOW TO USE SPACE

Space is precious stuff when there's only one roomful to be apportioned to sleeping, working, entertaining. These pictures show you how one hotel has solved the problem

If you go to a hotel finished within the last few years, as the Statler in Washington, D. C., has been, you're likely to see pieces of furniture you never dreamed existed. They're pieces which demonstrate how ingenious and space-saving furniture can be when somebody really puts his mind to the problem. With this furniture, designed for multiple use, the hotels are licking the problem of furnishing guest rooms to function 24 hours a day. Chances are, once you've experienced the advantages of its space-saving principles, you'll look for those same principles in the furniture you buy to live with in your own home.

For, if you are keeping up with the current trend in housing, you're interested in furniture which will enable the rooms in your house to do double duty. The emphasis is more and more on dining rooms that can be sitting rooms, sewing rooms, or studies; on bedrooms that can double as living rooms; on dens that can house an overnight guest.

The expensive experiments which our twentieth-century hotels have underwritten to design multiple-use furniture are going to speed up this trend toward furniture which is not indelibly stamped, "Use me in the dining room," or "For bedroom use only."

Besides getting acquainted with brand new designs for furniture, you'll see space-saving placement of furniture, too, at these hotels. Large basic pieces, designed to fit parallel against the walls, leave the center floor space free. The new designs and arrangements all add up to make the room appear larger than it really is.

TRYLON STUDIOS, DECORATORS





Left: Most bedside tables hold things only on their tops. This corner table serves as a bed table for each bed, and houses bed pillows by day, bolster pillows and tailored spreads by night. Radio, ash tray, and lamps are all built into table for finger-tip access





Above: Sofa beds placed parallel against wall leave space for an uncrowded living room grouping in front of window. All table tops are Formica "Realwood," a plastic material in which a thin sheet of wood is incorporated. It's mar-proof

HOLABIRD AND ROOT, ARCHITECTS; A. R. CLAS, ASSOCIATE



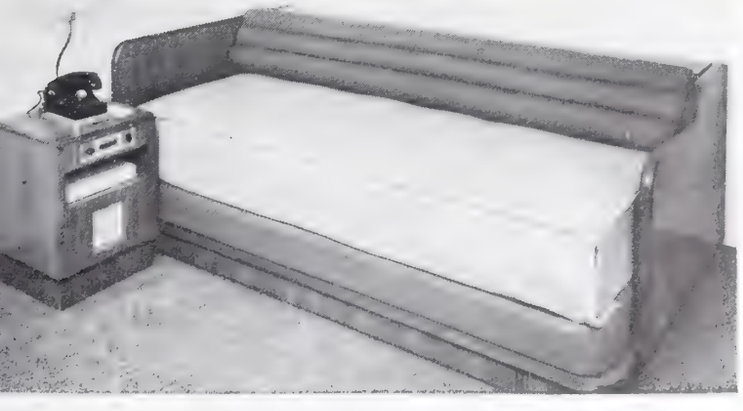
Above: Desk-vanity-dresser all in one piece. When leather-top writing shelf is raised, a light automatically turns on, and mirror and cosmetic tray are revealed. Stationery drawer beneath desk portion. Pin cushion, unspillable inkwell, etc., sunk in the Formica top. Note full-length mirror for viewing hems



HEDRICH-BLESSING STUDIO

low: The patented sofa-bed devised by the Statler organization. During the ay the hinged bolster serves as a back rest and conceals pillows and blankets ored behind it. At night bolster is turned up to widen the bed. Notice w the bed goes all the way to floor, making cleaning under it unnecessary







YOUR IDEAS ARE MOLDED by the places you go

Your taste can be influenced by a grocery store, a restaurant, or a Pullman car. Some of the best home decoration ideas first make themselves known to you in public places

Do you remember where you first saw fluorescent lighting, the kind you have in your kitchen? Or where you first met up with mirror paneling on a wall? Or built-in benches like the ones in the breakfast room? These things, and a hundred other materials and devices now used in your home, made their first appearance in public places. You may have seen them almost anywhere—in stores, restaurants, waiting rooms, the movies. But the important thing is that they must have left their imprint on the tastes of millions, or they wouldn't be accepted today as part and parcel of American decoration.

That's how ideas filter into our tastes from every direction, for our preferences are the sum of our experiences. It follows that the more places we go, the more ideas we collect. And the better the places, the better the ideas. Here are five oddly assorted but typical examples of public places which mold general taste and, ultimately, the homes we live in.



Most Chicago visitors dine and dance in the famous Pump Room in the Ambassador East Hotel, taking back to homes all over the country the influence of handsome millwork, spotlighted chandeliers, a gray-blue wall. Samuel Marx, designer

Left. If you've ridden on the New York Central's Twentieth Century Limited and eaten in the diner, you've added to your good-idea collection the broad view windows, the dramatic effect of lens lighting, and the curved plywood paneling



...LNR. DREYFUSS, DESIGNER

Below. You can pick up some experience in good modern planning along with your groceries if you do your marketing in a shopping center like this one in River Oaks, Houston, Tex. Building is trim, shops logically placed, parking space ample

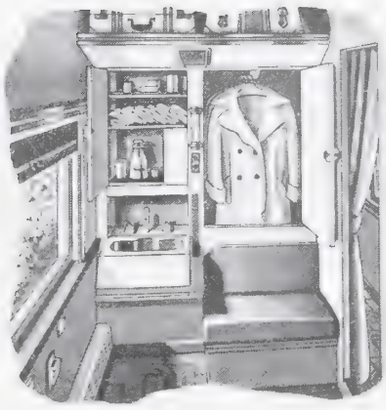




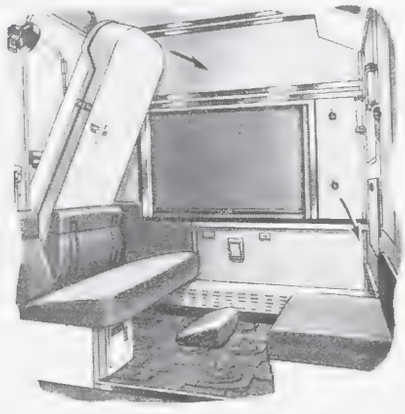
HEDRICH-BLESSING STUDIO



Skilled decorators plan movie sets, and movie-goers, consciously or unconsciously, absorb lessons in good taste along with their entertainment. The bedroom in M-G-M's "When Ladies Meet" undoubtedly put across to many women the desirability of making the bedroom a sitting room, too, and proved how charmingly interior stonework goes with chintz



Travel once in a roomette and you'll never forget how compactly you can sit, sleep, dress, and store clothes in about seven feet. Lavatory folds into wall. Note cabinets for clothes and toilet articles, luggage shelf



Bed, completely made up, swings down easily from wall above the seat, clamps to opposite wall. By day, it pushes back, becomes part of wall. Toilet is at right. Bedlights, fan, built-in ashtrays are luxuries



Once you observe the perfect planning of a roomette, note the close-shave tolerances that make it work, you resolve to use space better in your own home. And why wouldn't this be a good idea for a guest bed?

A Roomette on a Pullman is a capsule of space-saving ideas



SAMUEL A. MARX, ARCHITECT. NOEL L. FLINT AND C. W. SCHONNE, ASSOCIATES

By SOLITA ARBIB

Your town has some families whom everyone has long ceased to appraise, whom everyone likes, admires, and emulates. Consciously or unconsciously, you accept the ideas from their homes more readily than from any others. The Leigh Blocks are such a couple, with a house that has decorative impact. It is uninhibited, yet disciplined. The colors are unusual, the rococo-isms fresh. Carpets, draperies, furniture, woodwork were all specially designed to fit a master plan. All this makes it one of the most talked about, most copied pace-setting houses

Pace-setting homes in your town

AFFECT YOU MOST OF ALL

When leading citizens of your town create homes for themselves that are original, memorable and beautiful, they influence the taste standards of the town's whole citizenry

If you could dissect your taste to discover what things have influenced you, you'd find that many of your ideas stem from the homes of people whom you and your friends admire most. Perhaps you've never thought of it before; but sociologists are very sure of the pace-setter's influence on our ways of life. So HOUSE BEAUTIFUL shows you a first-rate example of a decoratively influential home—the home of Mr. and Mrs. Leigh Block of Glencoe, Illinois.

Mary Block is the daughter of Albert D. Lasker, formerly of Lord and Thomas. Her husband is vice-president of The Inland Steel Company. The Blocks have stature as leaders in the cultural and economic life of Chicago, so what they do is watched by friends and strangers alike. Samuel Marx, who has his own claim to stature as one of Chicago's leading architects, has made the Block home into a vigorous portrayal of achievement and background. (A combination valued by Midwesterners, conscious as they are of both the Eastern emphasis on family, and Western enthusiasm for a "comer.") It's a house that gives you a feeling of having had a fresh, new experience. No furnishing clichés here, no trite color schemes, no hackneyed formulae! Everything in the house is specially designed and custom-made to fit the overall plan. We predict that even stalwart modernists among the Blocks' friends will be tempted by the gaiety of this house, compounded of many design elements. Timid traditionalists will certainly be lured by it into unorthodox color and design. If you live in or near the Chicago North Shore, study these eight pages and the front cover. The feeling you notice here in architecture and decoration is coming your way now.

MAYNARD PARKER



he high, wall-wide windows in the Block dining room are a symp-
m of a taste that is still comparatively new to the Midwest,
though long accepted in neighboring areas. Furniture has a period
uality, but there's not an obvious cliché in the house. Design,
brics, and finishes have a fresh newness you've never seen before.



Mrs. Block likes a bedroom to be a sitting room, too. Samuel A. Marx, the architect-decorator-designer for the house, has given her one that takes luxury for granted. Things to be influenced by —the way the drapery valance is cut to follow the quilted fabric pattern; the magnificent pediment mantel sheathed in mirror.



The garden room, shown opposite, opens into this living room. You see here the light-giving practicality of the baroque windows. On the living room side the overdoor is intricately carved and the doors fold back against a deep reveal. Reveal panels suggest modified baroque curves.



Extravagant baroque curves and wide-mesh grilled doors give the built-in cabinets in the living room the appearance of important pieces of furniture, in perfect scale with the broad windows. Another detail to remember that you've seen somewhere is that corners of this room are rounded.



Above. Exterior details to note—the entrance lamp posts, the rectangularly paneled shutters. Right. The stairway, shown in color on our front cover, is dramatic modern, beautiful in its very form. See the clean, curving, wrought-iron balusters, the silvery, tapered newel post.

WE PREDICT THE ARCHITECTURAL QUALITY OF THIS HOUSE WILL BE (consciously and unconsciously) MUCH COPIED

The fact that the average person is almost unaware of architectural details like window trim, cornices, or doorways proves our contention that what we see or don't see about us influences our taste. For most of us are used to average houses where the woodwork, moldings, and stair rails are so standard in design that they fade into anonymity. Yet, once exposed to a house, like the home of Mr. and Mrs. Leigh Block, where architectural details are imaginatively conceived and executed as a dramatic part of the decoration, we are not likely ever again to be satisfied with run-of-the-mill detailing in any home of ours. That's how pace-setting homes make their impact on taste

MAYNARD PARKER





You will recognize a fine house by the perfection and finish of its detailing, in such things as the subtle curve of the shutter doors that connect the Blocks' garden room with the living room, and the extraordinary overdoor treatment of baroque windows outlined in delicately turned molding. Architectural detail like this makes an impression on you because it's an essential element of the decoration.



To the untutored eye, the exterior of the Block house might look disarmingly simple. But if you are alert to the fine points of architectural detail—and the more you notice good detail the more conscious of it you become—you will see masterly design in such things as a modernized Palladian window, the storm door, cut out in curving panels and rounds to repeat the pattern of the main doors.



Custom-built furniture is not everybody's dish, but acquaintance with the smooth finish and clean modern lines of this desk-bookcase gives you a comparative standard by which to buy your furniture.



Mrs. Block likes fringe and classic curves, but in her house you see them used in unusual ways—fringe as a curtain, curved mirrors masking a dressing table, as in this bath-dressing room.



When you choose a new dressing table, you may not copy this one, but you will probably remember the upholstered effect of its fabric girdle and crystal fringe skirt. Note fans used as sconces.





MAYNARD PARKER

The pace-setting Block house was designed by Samuel Marx, whose pencil is directed by a pioneering mind. House, furniture, rugs, and fabrics were planned simultaneously. Wall paneling in master bedroom follows furniture lines.

Pace-setting homes in your town AFFECT YOU MOST OF ALL

Details that you might not notice at first glance make the difference between distinction and mediocrity. The dressing table mirror, for instance, and the drapery valance carry out the baroque curves that run through the house like a theme.



Opposite page, above. We're not advocating a slavish imitation of the Block house—or any other, for that matter—but we know that the living room will give you a new conception of midnight blue as a wall color, that you'll remember how the blue marble fireplace, set off by dead white, matches the wall.

Opposite page, below. Garden room is one example of the assorted design elements which have evolved into a new, untraditional style in the Block house. There's French Provincial, rococo, a dash of Central Europe in the stove, and for modernisms, see fringed rug, flower table, and cove ceiling.

Left. Custom-made tiles, great ripple-edged blocks of them, joined by short, curving strips of more tile, make a spectacular floor, one easy to keep clean. They're glazed, but their hand-made, uneven texture is in character with the custom-loomed fabrics and rug, designed by Dorothy Liebes.

COLOR PHOTOGRAPH OPPOSITE BY EMELIE DANIELSON

Pace setting homes in your town AFFECT YOU MOST OF ALL



Trompe l'oeil in the guest room reminds you that the light touch can be very elegant if used in the right setting. Fringed drapery valance is copied in paint across front of chest of drawers. Chair is all-over fringe.



Tricks to remember from the tiny guest room: the wall to wall string rug; chintz-covered alcove; dressing table skirt, box pleated in same chintz and trimmed with fringe; alcove draperies that copy window treatment.

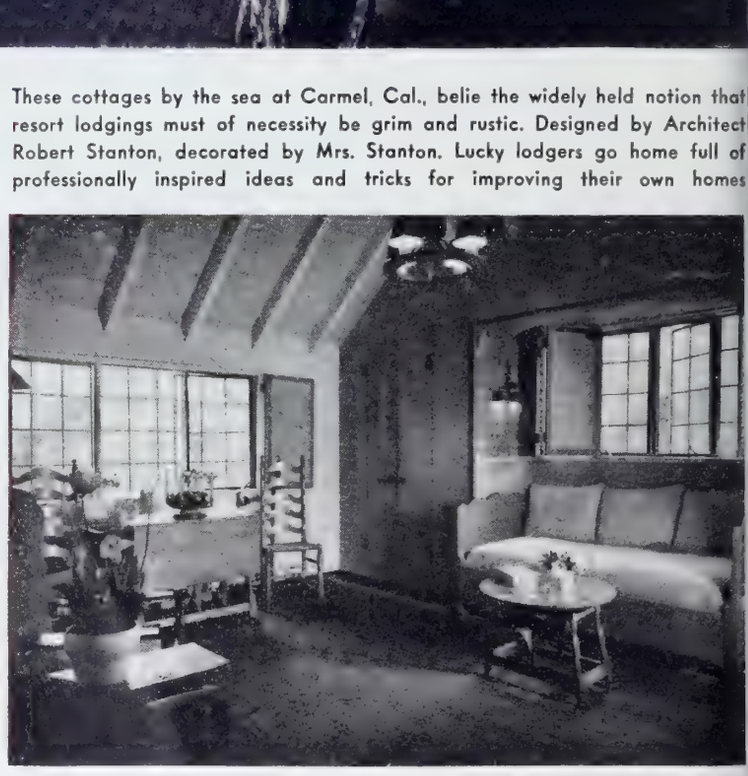








These cottages by the sea at Carmel, Cal., belie the widely held notion that resort lodgings must of necessity be grim and rustic. Designed by Architect Robert Stanton, decorated by Mrs. Stanton. Lucky lodgers go home full of professionally inspired ideas and tricks for improving their own homes.



Above: Vacationers who stay here learn that simplicity need not mean barrenness. The Stantons simultaneously achieved easy maintenance and good decoration by selecting sturdy materials with interesting textures. Shutters which can be easily dusted make curtains and consequent laundering unnecessary.

Left: Part of good taste is knowing how to handle colors skilfully. Until recently, public lodgings made no contribution on this score. But see what inspiration is here for color cowards! As tourist quarters become more colorful, watch for their influence in brighter homes throughout our whole land.

Even tourist quarters affect YOUR TASTES

Typical vacation lodgings have helped to depress the general taste level. Their mediocrity tends to make you satisfied with less than the best for your home

By Irene Moore

"There's no place like home!" How frequently has that been your reaction after spending a vacation in a seashore cottage or lakeside cabin? We'll wager you've come to take it for granted that all such rented accommodations are drab and unimaginatively furnished. And most of them are. You count yourself lucky if you have had the merest facilities for sleeping, sitting, dressing, and storing your clothes.

After two weeks of putting up with inconveniences and unattractive surroundings, your own home looks wonderful to you. By comparison it is. Maybe it is actually, too.

Suppose, on the other hand, that you had spent your vacation in lodgings like those shown on these four pages —lodgings which are tastefully decorated, which have such niceties as a wood-burning fireplace and built-in seats, whose color scheme springs from some pretty china plates on the wall, whose furniture is arranged for easy conversation, comfortable reading, and pleasant dining.

It is likely, when you returned home, that your reaction would have been, "Home isn't as wonderful as I remembered it!" Because of your recent association with something better, you would have looked around with a freshened eye and seen faults which you had not noticed before. In other words, your taste would have taken a step forward.

We think the California tourist quarters shown here are proof enough that such taste-raising experiences can exist. For more pictures of what our Far West thinks vacation lodgings should be like, turn the page.



ALL PHOTOGRAPHS BY MAYNARD PARKER



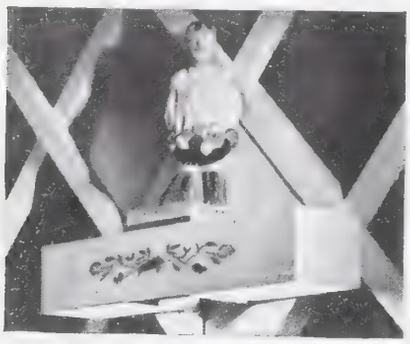
The Stantons named these cottages the Normandy Apartments because they wanted to use bright, French Provincial décor. Even the ceiling lighting fixture and those over the beds carry out that theme. Beds placed parallel to wall conserve valuable floor space. Folding shutters allow both privacy and ventilation

Good taste is not confined to the interior of a house. First impressions are important, too. The Stantons landscaped their cottages as carefully as they planned the decoration. Curving brick wall and paved brick walks invite you in. Notice that even such a detail as lamp over the door is in proper character

GUESTS ARE DELIGHTED BY WHIMSICAL TOUCHES LIKE THESE LAMPS



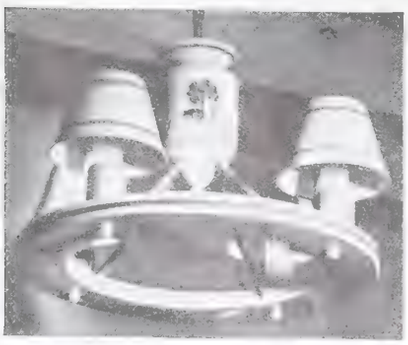
Decorative wall sconce holding figurine of Normandy housewife actually is a bed lamp



Reading in bed is more fun than ever when bed lamps are so gaily related to décor



Shade of one of the ceiling fixtures is a flower pot painted with appropriate motif



Bottom portion of fixture in dining alcove suggestive of wheel rim on a peasant cart



The Stantons' Normandy Apartments include facilities for lodgers who prefer to eat meals "at home." Many do when they find that dining room is this cozy window alcove. When not needed for dining, table can be moved away, and the built-in bench used as extra seating space for visitors. When not in use, dishes and glassware are decorative accessories on the window shelves



BUILT FOR TOURISTS these one room apartments are never empty

Good taste pays commercially. Guests quickly recognize plus values of attractive accommodations like these. Reservations booked weeks ahead prove it

It is as American to want something better as it is to champion a baseball team. And Americans are proverbially willing to pay extra for that something better. Knowing this, it seems strange to us that most resort proprietors have paid little or no attention to improving the quality of the guest rooms they provide. Smoother golf greens, bigger swimming pools, faster tennis courts—yes, these we have. But the rooms to house the guests who enjoy these diversions have not kept pace with the recreational facilities.

Providing tastefully decorated lodgings for paying guests is not sheer philanthropy. Architect and Mrs. Robert Stanton have proved it is sound business. Once guests have experienced the extra niceties available at Normandy Apartments, Carmel, California, they are eager to pass the good word on to their friends and to return themselves.

We have no statistics to prove it, but we are willing to wager that the homes of many of the Stantons' lodgers in time will reflect the good taste and usable ideas seen here.





Guests are not averse to picking up good ideas along with their fun. Sofa beds placed at angles to the corner fireplace demonstrate intelligent use of limited space. They provide seating facilities for at least six persons. There's room for more by dragging chairs up to hearth

Gay fabrics and wallpaper attract guests as surely as flypaper catches flies. Ruffle over bed wasn't necessary, but it adds much to charm of this one-room apartment. Actually it represents more imagination than investment. That's so frequently the way with elements of good taste!

IS YOUR HOME TOWN AS GOOD AS IT COULD BE?



House Beautiful asks you to become a fault-finder—in order that tomorrow will be a better world than yesterday. Here are some of the ways and means

By Dorothy Ducas

If you could change anything you wished in the world in which you live, what would you do?

Stop a moment before you say loyally: "Make things the way they were before the war." Of course, you would like to fill those aching gaps left by absent service men, do away with shortages, turn your attention to peacetime activities. Of course, you yearn for something you express as "getting back to normal." Who doesn't? But is that really *all* you want? Was normal ever so perfect it couldn't be better? Is there *nothing* you would change, if you could return tomorrow morning to the prewar years?

To millions of service men overseas, each home town left behind is "the best little home town on earth." That's the way you also describe it and think of it when you write to your soldier, sailor, or marine. Probably you are right; it *is*, for you, the best town on earth. But is it as good as it *could* be? That's the question to answer for those of us who stay at home.

It's hard to see the flaws in one's own home town, where life with loved ones has been not only good, but the richest of any land in the world. But if we would provide even better living in the future (and shouldn't we if we are to keep the awful price of the war from being a mocking emptiness?), we must try to face what's wrong today. For if we fail to know what's wrong, we won't be ready to start improvements after Surrender Day.

The time is fast approaching when you can embark on a program of changing and bettering the community in which you live. To be ready for it, you can't lean comfortably back against your remembered satisfaction with things as they were. You must set out deliberately to find fault and to act.

All over the country there are signs that the folks at home are beginning to think along these lines. Now, while GI Joe is fighting for Better Tomorrows, we civilians are planning for the future. In many cities and counties, something is going on which has been called "a renaissance of city planning." It consists of close looks by critical eyes at our homes, businesses, streets, highways, schools, public parks, shopping centers, and all the other things that make life in a democracy such as ours well worth living.

City planning is nothing new. Cities have been built from somebody's preconceived plans since time immemorial. Athens. Rome. Quaint New England villages clustered around public commons. Even Washington, D. C., mapped out of virgin land to become the world's greatest capital. But these were plans made by emperors, or pioneers, or professionals who could start from scratch. Our job today is *re-making* towns and cities—tearing down and building up, adding to what we already have, bringing our communities up to date with the new industries, new means of transportation, new modes of life which have come into being.



And the somebody who preconceives this new town is—YOU.

Most American cities grew so fast there was no time to plan their expansion. A haphazard encroachment of surrounding territory, a piling up of population within limits never intended to accommodate so many have thrown many cities out of gear. Cities are fighting the irrepressible trend to the suburbs, where living conditions are pleasanter and taxes lower than within the city's limits. To compete, many cities must create space and light and air within their limits, must untangle traffic, create new parks, playgrounds, and community centers, must stop noise and smoke. Has *your* town started any of this important planning?

Possibly yours is one of the dozens of cities which have elaborate blueprints of plans for civic improvement, made by architects, engineers, and city planners. But where are they? Ten to one, gathering dust in some municipal file. For plans, no matter how sincerely and efficiently conceived, are not enough to take us out of the present into a future which fits the people who will live in it. No plans can be worth their blue paper unless they are based on the wishes of the people for whom they are made—*you*, wherever you live. You who probably have given little thought to the matter—yet.

Frankly, we don't like the words "city planning." They connote an other-worldliness which is (*Continued on page* 114)

HOW TO JUDGE HOW GOOD YOUR TOWN IS

A GOOD town is one in which people live well. Not necessarily luxuriously, of course. Happiness does not spring from the cash value of homes and furnishings, but rather from their suitability to the kind of lives people lead in their houses and their town. You cannot measure the town in which you live by its total real estate values, how many rich people there are in town, what the town has spent for public improvements. The real basis for judging is how things *work*—for you, for your neighbors, your friends, and all the other citizens of the locale.

Ask yourself the following questions and rate your town by the numbers of "yes" replies you honestly can make to them. For all the things mentioned, and a lot more which you will think of yourself, are the ingredients of better living—in *any* town. They are the things for which we must work, now, even if we can't achieve *all* of our objectives, in order to make Better Tomorrows a reality soon after the war ends.

1. Do you wake in a light, airy room with cross ventilation to give you fresh air?
2. Do you ride to work in an uncrowded vehicle—bus, trolley, subway, elevated train, commuters' train or automobile—which does not serve to irritate you or tire you out before you start your day's labors?
3. Can you get to work each day within a reasonable length of time?
4. Are there parking lots, restaurants, and stores near your work to which you can go, quickly and conveniently?
5. Are the downtown streets uncongested, so you can go about your business or shopping with a minimum of delay and annoyance?
6. Are there grocery, butcher, hardware, cleaners, laundries, florists, and other routinely necessary stores near enough to your home so you can visit them daily without wasting a lot of time in transportation?
7. How do they look—these community stores—are they assets to the neighborhood, not eyesores?
8. Is there little truck and commercial traffic running directly past your home, so you are not afraid to let the children play outdoors?
9. Can you sleep at night undisturbed by the rumble of heavy traffic at your door?
10. Are you unable to hear your next-door neighbor's radio—in winter anyway—from the

(Continued on page 117)

Dedicated to BETTER TOMORROWS

HOW TO HITCH YOUR GARDEN TO A STAR

For every dozen good plants, there is always one that stands head and shoulders above the rest. These are the pacemakers—the stars. Well used, they'll bring drama to any corner of your garden

By Stephen Kent

No matter how many eggs you put into a cake, you still have to add something to make it rise. So with a garden; no matter how fine the plants you use, nor how many, you must have, every so often, one that will lift the rest above their own level, bring the whole scheme into sharper focus. Except in those precise and formal gardens or borders where two-dimensional pattern is everything, the need for an occasional "star" is universal.

Of course, many flowers can become stars of top magnitude just by the way they are used and, conversely, a whole border of headliners still needs a pacemaker somewhere. But it does seem as though certain flowers, shrubs, trees were born to dominate their fellows. Some, like the great hybrid delphiniums, stand out because of the sheer soaring magnificence of their spikes. Others, like a good peony, combine great and lasting dignity of structure with a seasonal burst of beauty that cannot be matched. Still others, say for example the larch tree, dominate by an unusual combination of characteristics not elsewhere to be found on a single plant. But the stars all have one thing in common, aside from mere appeal to the eye: they all give an impression of stability, of self-sufficiency beyond the common run. Many are durable, in point of time, like most trees and even such herbaceous plants as the peony and *Dictamnus*. But even with annual flowers that grow and die in a season, such as the cleome, the impression is there just the same.

Couple the needs of any well planned garden with the extra potentialities or characteristics of certain plants, and your problem is both clarified and solved. Solved, that is, provided you bring ingenuity and a strong right arm to bear. On these pages three "before-and-after" cases are illustrated. They are typical of three phases of home gardening, and suggest but three specific answers. However they *are* typical and, studied in relation to the further sketches and notes down the edge of the opposite page, may help you hitch a willing but uninspired garden to a star that will be the making of it. Bear in mind, though, while you are sweating out your own problems, that too many stars may slow up the wagon—or upset it altogether. Gardening, like that cake we mentioned, takes not only attention to the rules, but a loving and knowing hand.

ENTRANCE NEAT BUT DULL: ADD ONE FLOWERING CRAB

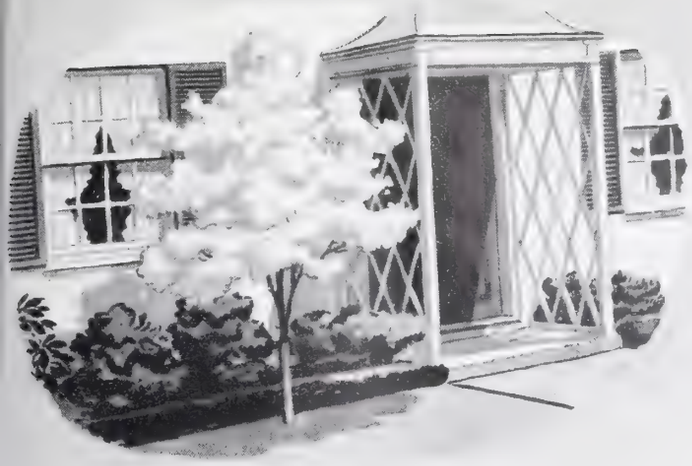


SHRUBS BEING BULLIED PUT IN ONE FIRETHORN



PERENNIALS LACK PUNCH: ONE PEONY SPARKS THEM





It is not always easy to plan foundation planting for a small house to achieve an unostentatious but still exciting result. Good materials, such as Boxwood, Andromeda, Boxleaf Holly, small Rhododendrons (at left) may be well chosen but without drama. A simple solution is the careful placement of a Bechtel Crab *(Malus ioensis plena)* for the perfect accent.



It's easy enough to grow a clinging vine, such as English Ivy, on a big chimney. But where the bricks must be painted, it's not so easy. Yet a bare chimney (left) may well bully and overwhelm an otherwise good shrub border. Above, with an evergreen Firethorn *(Pyracantha coccinea lalandi)* the picture is made. On a west wall, a trained plant may go 12 feet.



Perhaps the hardest garden trick of all is "pacing" a perennial border. No matter what careful choice of colors and seasons is exercised, it is the key plants — the headliners, if you like — that are absolutely essential for complete effect. There are several "stars" for such jobs. One of the best, perhaps the first to use, is a tall, dependable, durable Peony.

HERE ARE SIX MORE STARS FOR GARDEN WAGONS

DELPHINIUMS FOR HEIGHT



This one needs no sales talk as a big name. Single plants, though, are not effective. Clump at least 3, for June and September bloom. Buy good plants, in any of the delphinium shades you prefer, and set in rich, well-drained holes. Giants—to grow among giants.

DICTAMNUS FOR PERMANENCE



Gasplant and Dittany are commoner names for this. It has an air of dignity and grace, in or out of its pink or white summer bloom, that is out of all proportion to its size. It likes to remain undisturbed for years, has erect stems, a fine mid-border accent.

DAYLILIES FOR BRILLIANCE



Brilliance, surely, but many other qualities, too. Such as hardiness, durability, freedom from pests and diseases, variety of blooming times and blossom types, especially among the newer hybrids. Daylilies (*Hemerocallis*) will pick up any summer border.

ROSEBAY FOR MAJESTY



This is the "king size" among rhododendrons (*R. maximum*). It will grow, in a long life, to 25′. It is evergreen, of course, and becomes a mountain of lavender-pink bloom in July. For a woodsy corner, or at the back of a border of big shrubs, it is unbeatable.

LARCH FOR GRACE



Larix europaea is the name you'll find in catalogues. It's related to the pines, but loses its short needles in autumn to grow others in spring of such a misty green as you never saw. Young or old, it has grace. Among evergreens or deciduous trees it excels.

CLEOME FOR SPEED



When a perennial border is young, or when any border needs tall, quick color and lots of it, this annual (Pink Queen is the variety to grow) is without peer. It grows easily from seed, reaches 5′ in good soil, and branches out with tremendous blossom spikes.

HOW DO YOU KNOW IT'S A GOOD COLOR SCHEME?

There's no rule of thumb by which to put a color scheme together. But apply a few principles of color usage and colors do what they're supposed to. Here are some questions to ask yourself

How will my color scheme work in a small room?

Light colored walls make small rooms seem larger. White and pale shades of the cool, retreating colors—blues and greens—are especially good at pushing walls back. Sharp contrasts in color chop up the room, make it look even smaller. Therefore such tricks as matching wood trim and drapery fabric to the wall color increase spaciousness. A solid color floor or a wall-to-wall carpeting will make the room seem bigger.

Will my color scheme fit a big room?

Large rooms can take much darker walls than you'd ordinarily use—for instance, elephant gray, slate blue, mulberry, forest green. And this is the place for big, blazing wallpaper patterns. If you want a big room to seem smaller, use warm, advancing wall color—reds, pinks, yellows—called "advancing" because they appear to come toward you and lessen the room's apparent size. Here you can decrease size with contrasting woodwork, and leave a border of floor around the rug.

How will my colors face the light?

Rooms where the sun never shines need the warmth of colors like pinks and yellows and yellow-greens. When light is scarce, use the lightest shades because they have the highest light-reflecting qualities. But watch out for white. It's a fine light-reflector, but takes a gloomy blue cast in a north room. For bright rooms use cool blues and blue-greens. In rooms that are actually glaring bright, darker shades of retreating colors absorb light and rest the eyes.

Would a colored ceiling help?

No law says you must have a white ceiling. Have it if your ceiling is low, or if you need white to reflect light in a darkish room. But gray and light shades of the cool, retreating colors help to heighten low ceilings, too. On the other hand, warm, advancing colors and patterned papers will take the curse off a ceiling that's too high to be pleasing.

Will my color scheme minimize defects and play up good points?

Has your room an off-center radiator, an eyesore fireplace, unevenly spaced windows or doors, obtrusive ducts or pipes? You can paint them—or paper them—out of the picture by matching them to the walls. If you want to get rid of overhead beams, make them match the ceiling. But if you have a feature you want to show off—an alcove, an interesting jog, a handsome mantel—then make it a color that contrasts sharply with the wall. Use bright, advancing colors, busy patterns, or white on the areas you want to stand out in the room. And remember that you can emphasize individual pieces of furniture by using the same principle of contrast.

(*Continued on page* 121)

COLOR PHOTOGRAPH OPPOSITE BY EMELIE DANIELSON

WHAT COLOR DO I WANT TO PREDOMINATE?

The predominant color in a room is not necessarily the one that's used in greatest quantity. The pictures across the way, photographed at the Baker Furniture Company, make this color truth clear. They show the same room, with the same walls, carpeting, and basic furniture. At top you see it with green, a retreating color, predominant. Below, it's unmistakably a red room. The change is accomplished just by giving the chairs red upholstery, adding a red ruffle to the sofa and red stripes to the lampshades. What happens is that the advancing red makes the areas it covers look larger. Actually, there's still more green than red in the room, as you'll realize if you compare the proportions of color used in both cases. They work out something like this:

Green Room		Red Room	
Green	50%	Green	35%
Red	10%	Red	25%
White	20%	White	20%
Beige	15%	Beige	15%
Others	5%	Others	5%

Moral is: learn the potentialities of your chosen colors. If they're warm and vivid you'll need far less of them than you think you do. The chintz is from Cyrus Clark.

ON MAKING CULINARY HISTORY

The gastronomical history of Queen Victoria was written in a cook book. Blaze a page in history yourself by giving a traditional Boston bean supper its most radical change since the succulent bean was first baked

by M. F. K. Fisher
AUTHOR OF "HOW TO COOK A WOLF" AND "THE GASTRONOMICAL ME"

Old cookbooks are more fun to read than almost any other kind of historical commentary, perhaps, because they are so unconscious of being either funny or historical. They are full of phrases ripe and rolling, and their recipes strike our vicariously hungry eyes with the impact of a surrealist painting. We rock back on our namby-pamby Twentieth Century heels at listings of Elizabethan banquets, and even Queen Victoria's plans for comparatively simple meals are somewhat jolting to any pretensions we may have of being trenchermen.

When Francatelli, her Chief Cook and Maitre d'Hotel, published "The Modern Cook" in 1846, he announced with becoming seriousness that his book was "a Practical Guide, adapted as well for the largest Establishments as for the use of Private Families."

To prove it, he gave a long list of simplified definitions: "Baba—a kind of very light plum-cake. . . . Brioche, a species of light spongy cake resembling Bath-buns. . . . Caramel, burnt sugar occasionally used as a makeshift for coloring. . . . Hors d'oeuvres, cold, to be eaten immediately after the soup and fish as whets to the appetite, consist of sardines, anchovies, tunny, Dutch herrings, savory butters, oysters, and oiled salads. . . . Meringues, a light trifle. . . . Purée, a pulpy maceration. . . . Salmis, a highly finished hash. . . . Soufflé, strictly something puffed up. . . ."

Francatelli, who, according to his pompously humble Prefaces, was rather like his own last definition, felt strongly about the simplification of the English cuisine, and agreed perfectly with his Queen, who deplored loitering and roistering at the table. Between the two of them they made English gastronomy almost Spartan: Victoria ordered her own Albert and all other obedient upper-class husbands to give up their after-dinner port-cum-conversation for the cold comforts of the parlor and tea with the ladies, and Francatelli cut down the number of "courses" in even state banquets to a miserly two.

"The English custom of dividing a grand dinner into several courses is an error," he (*Continued on page* 131)

OLOR PHOTOGRAPH BY EMELIE DANIELSON

• Simplicity is a matter of era—or so it would appear from the cook books. For what was a light repast for the Queen a century ago would tax the fortitude of a stevedore today. But one human dining habit never alters. People still approach their meals, even the least ornate of our twentieth-century menus, with greater gusto and keener palates when the table linen is crisp and fair and the plates are as shiny as a polished apple. When the eye is charmed by silver, bread and butter become elegance. Mrs. Frances T. Heard, HOUSE BEAUTIFUL'S Decorating Editor, set the table for the baked bean supper with a linen-like cloth and Fisher Bruce & Co.'s Lamberton china in the "Empire" pattern, all from John Wanamaker, New York. Dinner knives and forks and the butter spreaders are Gorham's provincial "Old French" sterling design. Westmoreland Glass Co. made the typically New England milk glass tumblers. "Tavern" candles, Socony-Vacuum. Photographed in home of Mr. and Mrs. Oliver A. Wallace, Ada, Mich.



CHOOSE YOUR ROSES TO FIT YOUR PERSONALITY



You'll do it anyway eventually, just as you pick your friends—by trial and error. But it's easier with roses if you'll conduct a sort of elimination contest before you commit yourself to a choice

By Ralph Bailey

THERE ARE ALMOST AS MANY KINDS OF ROSES AS KINDS OF PEOPLE. DO A LITTLE CHECKING ON:

The irrepressible *Betty Prior, Donald Pryor, Pinocchio, Rosenelfe, Snowbank.*

The informal *Better Times, Gruss an Aachen, Hildegarde, Mabelle Stearns, Mrs. R. M. Finch, Permanent Wave, Will Rogers, World's Fair.*

The dignified *Betty Uprichard, Countess Vandal, Crimson Glory, Douglas MacArthur, Etoile de Hollande, Mary Margaret McBride, McGredy's Sunset, Mme. Jules Bouche, Mrs. E. P. Thom, Mrs. Sam McGredy, President Hoover, Radiance, Rex Anderson, Sterling, The Doctor.*

The modest *B. W. Price, Cecile Brunner, Dainty Bess, Elsie Poulsen, Innocence.*

The ambitious *American Pillar, Blaze, Chevy Chase, Golden Climber, Hercules, Mme. Gregoire Staechelin, New Dawn.*

The extroverts *Ami Quinard, Carillon, Condessa de Sestago, Gloria Mundi, Gruss an Teplitz, Holstein, Torch.*

Heaven forbid that this should sound like a cosmetic advertisement. Put it, rather, that after you've grown roses for a season or two, you'll regard them all (if you're smart) as old and familiar friends—or new and good friends in the making. There's no other flower in the garden which you think of and refer to by its "given" name as you do a rose. There's no other flower whose individual characteristics you consider so closely or feel about so warmly. There's no other flower in whose beauty you take such intimate and personal pleasure. A rose—a good rose, a rose you like—actually becomes a friend, not a plant at all.

True, roses are so numerous, as a class, and so varied within still "roselike" limits that they can be all things to all men. Or, more specifically, for every person there is at least one rose. And so close is the family resemblance among many of them that separate names are almost essential. But that isn't the whole answer. There is simply something about a rose that won't let you regard it impersonally. You needn't have none but red roses (if your favorite color is red) to feel this. Nor must you grow nothing but exhibition roses if you live in a mansion, nothing but misty sweetheart roses if you're cooing in a cottage. But you will, sooner or later, find yourself surrounded by roses that suit you as do your closest friends—the tall, the short; the blonde and the brunette; the harum-scarum and the dignified.

It's not for me to decide what roses will suit you. But from a composite-personal point of view (if there is such a thing) maybe I can list the names, suggest ways to grow well, some of the good roses you may come to know and love.



KATHARINE BURTON

20 tips on making friends of your roses

1 Decide first how many roses you can cope with. Don't spread yourself too thin—nor your roses too thick! Hybrid teas, floribundas, climbers, and shrubs: weigh space against inclination. And if you have room to care properly for only 3 or 4, you're still the gainer.

2 Prepare the ground for them well in advance. Good rich soil dug to a depth of 18″ and supplied with good drainage material if necessary is all you need. Rotted manure, compost, or peat build up vital humus. Bone meal, plant food, loam do the rest.

3 Buy only the best from a reliable dealer. Inferior plants will seldom become superior ones, even with the best of care; so start right. Good roses have from 2 to 4 strong main shoots and a mass of firm ropy roots. The graft ("bud" it's called) is firm.

4 Buy at least 2 of each variety, except for shrub roses and climbers. At best, roses are not always uniform in development. Three are better than two. Eventually you may want to mass many of one variety, when you come to know their individual merits.

5 Plant in fall if your winter temperatures seldom go below zero and if the ground does not freeze till December. Otherwise spring planting, as early as the ground is workable, is better. In zones typified by Long Island, Philadelphia, Indianapolis, try the fall.

6 Set out your plants as soon as you receive them. If you must wait more than 2 or 3 days, heel plants in trenches. Soaking overnight or for few hours in tubs of water helps. In any event, never let rose roots dry out *for a moment.* Take to garden in buckets.

7 Prune broken, weak, or unwanted top shoots, and trim broken or straggling roots before setting. Prune tops little in fall, to 6″ or so in spring planting. It is always better to shorten long roots than either to bend or curl in the hole. A good length is 6″-8″.

8 Set plants so that after soil settles to final level the bud will be 1″ or so below surface. Don't worry too much about difference in angle between top shoots and root neck below bud. More important is seeing that roots are well spread, in close soil contact.

9 Do the final setting of the roots with your feet, when the planting hole is nearly full. Hold top of plant; step on outer edge of hole first so roots aren't torn from stock. Allow for lowering of bud. A little practice makes perfect. Don't be afraid of pressure.

10 Fill remainder of tramped hole with water and let it drain away before filling with dry soil. A gallon or two may well be used. This will insure the final compacting of the soil about the feeding roots of your plant and, in case of fall planting, last through winter.

11 Fill hole with dry soil and keep on going. Spring or fall, all newly set roses should be mounded with earth from 6″ to 10″, depending on season. In fall, rotted manure may profitably be added between plants. In spring, leave mound till new growth starts.

12 Apart from the steps already suggested, mulching of roses newly set in fall is unnecessary. Mounding with earth to protect living wood from extremes of temperature is all that is required. Any top growth above mound will probably winterkill anyway.

13 Uncover roses gradually in spring, never all at once. Start exposure when new shoots start. Uncover late rather than soon, that is after freezing nights and blustery winds of April are over. Greater damage may be done by sun and wind than by soil.

14 Spring pruning of floribundas and polyanthas should be only enough to remove dead or weak growth. Hard cutting back will either cut down abundant bloom characteristic of the types or force increased development of rather unproductive growth.

15 Pruning rule for hybrid teas, the "garden" roses, is to cut back severely (2 or 3 canes 4″ to 6″ long) for fewer but bigger blossoms, cut back lightly (8″ to 10″) for more but smaller bloom on shorter and lighter stems. In general, hard pruning is best.

16 Prune first-year climbers back to 3 or 4 canes of good sturdy wood. After that, pruning of climbers, which bloom on new and old canes, is done at base for thinning purposes. Ramblers, blooming on second year wood, should be cleaned out every season.

17 Shrub roses need pruning only to maintain healthy growth and reasonable dimensions. Except with hedges, shearing or indiscriminate cutting back leads to trouble. Rather, thin out old, crowded or diseased canes at base. Skill comes with practice.

18 Spray roses regularly with a prepared rose spray, beginning with spring pruning and continuing at weekly or 10-day intervals till fall. A spray material prepared to kill all insects and treat ills in one operation is best in long run. Set a good routine.

19 Food and water should be applied sparingly, but at the proper times. Feed with complete plant food when spring shoots are 2″ long. Feed again after first bloom peak, again about August 1—not later. Water deeply, *on ground preferably, in drought.*

20 A summer mulch (as differentiated from winter mulch) of peat moss, chopped tobacco stems, or shredded redwood bark helps keep roots cool and moist, checks weeds, ultimately improves soil. Don't apply mulch till soil warms up. Avoid cultivating the soil.

Lay that paint brush down, gal, before you smother your furniture with hearts, flowers, and hex signs. A lady who feels strongly on the subject tells you when and how to let yourself go with playful décor

MAKE MINE PLAIN

By
LETYS BENNING STEWART



I am sick of Pennsylvania Dutch hexes and Swiss hearts and flowers running wild over furniture and walls. I am tired of Aunt Tillie's washstand hacked up into a coffee table, the frame from Grandmother's picture used as a tray or an ornamental seat in the bathroom. I am surfeited with the imagination of Peter Hunt and the ruffled chintz that is supposed to transform the old Morris chair into something acceptable to Frank Lloyd Wright.

You see, I read the magazines. I see how all the brides quickly convert an attic into an atelier. I look with interest at page after page of well-groomed, unsmudged, disarmingly aproned young women deftly daubing paint on an old hall tree and coming out with a pair of twin beds.

In this day of clean it up, fix it up, make it do, we are swimming in a sea of scrolls and flowers and stuff that produce nothing but confusion and exhaustion in the eyes and minds of the harried defense worker or executive or nurse's aid who comes home to find a little respite from the high tension of the day.

Are we losing our feeling for fine woods? There is still nothing to equal the subdued brilliance of a reflection of crystal or silver in a highly polished mahogany table top. Or the little halo a brass knob makes on a beautiful piece of walnut. If you ever painted a piano white, didn't you eventually regret the loss of gradations and highlights in the bowed part? The patina of wood is its real charm—a charm that can't breathe through a coat of turquoise or old gold.

Whimsy is all right in small doses, but you don't read A. A. Milne or Barrie every day. Living in the house at Pooh Corner would be amusing? Yes, for somebody else. If every chest and chair back in your house were painted with apples and half moons and other gaudy borrowings from another era, your mind would soon be just as confused as your décor.

Basically, a house should be just like a well-dressed woman. Stop a minute and think of those you put in that category. Do they wear prints? No. They leave those for the Helen Hokinson girls. Do they wear dresses loaded with glitter and gew-gaws? Not the really smart ones. They buy a good basic dress, a suit with classic lines, and put the tinsel on sparingly. I know one woman who always looks like the dream of all the best designers of, we'll say, New York (with a nod to Mr. Whelan and Mr. La Guardia). This epitome of smartness has only one dress—and it is a plain but beautifully cut black one. She wears a chain of old Chinese coins one day, a jeweled peacock the next. Then she'll have a bright scarf knotted around her waist or throat, real flowers under her chin on a spring day. Always arresting, always different.

We speak of the personality of a house. If it can have personality, then why not regard it as a lovely woman whose costuming is your privilege and prerogative? We'll hope your architect has endowed her with a good figure, but even if he hasn't, a clever woman can dress to hide her defects.

Buy her a good basic costume—simple, well-designed furniture of a definite period. If you like the lines of Adam or Duncan Phyfe or Sheraton, have them, but get good reproductions (if you can find them these days) in wood that will take on a fine glow with years of polishing and wear—like fine (*Continued on page* 126)



DESK ACCESSORIES FROM GEORG JENSEN

BAUMAN GREEN

"During the War . . . . YOUR ROLE AS A BORROWER HAS IMPROVED"

House Beautiful brings you the news of a movement among savings and loan institutions to give home builders a better deal on their financing arrangements, and to bring about uniform terms for all


CULVER

SHYLOCK HAS GONE OUT OF STYLE

Have you ever wondered why something hasn't been done to make the home-owner's mortgage more equitable, easier to carry? Read about the US Loan Plan

By MORTON BODFISH
Executive Vice-President
United States Savings and Loan League

A new psychological atmosphere for the postwar home borrower is being brewed in the laboratories of the credit institutions these days. That old, innate inferiority feeling about owing money and asking favors of the creditor is going right out the window by way of some practical changes in the mortgage contract envisioned in the US Loan Plan. This new type of contract which has been under study all this past summer by 3,500 savings and loan institutions from coast to coast provides for the borrower certain rights which were never down in black and white before.

When, for example, you think of putting your signature on a piece of paper to pay a certain amount of money on your home every month for fifteen or twenty years, you get a funny feeling in the pit of your stomach, don't you? Everybody does. How do you know that something isn't going wrong one of these days to keep you from meeting the payment one month or two or three? Oh yes, the credit institution will assure you that they are understanding and lenient when a financial emergency is explained to them. But why, you ask yourself, shouldn't there be a way you can have a period of grace without coming and asking for it as a favor from your creditor? You can. That is the conviction of 35 practical men who devised the US Loan Plan, the Postwar Committee of the United States Savings and Loan League. After you have made your payments regularly for the first three years, you can defer as many as six monthly payments at a time by just writing and telling the savings and loan association that you're going to do it and that you have a valid reason. It's your right in the contract suggested by the US Loan Plan.

To those who haven't been up against the peculiar technicalities and legalistics of the home mortgage, it is amazing to discover how hard it is, traditionally, to make payments on your home ahead of the monthly contract arrangement. Frequently it has been more difficult to hasten the wiping out of your debt than it has been to skip a payment without comment. In many cases, you have to get the creditor's consent to pay up ahead of your contract. Even then most probably the provisions for accepting your good hard cash in advance will specify certain days of the month and payments to be made in certain sums only, and that kind of thing. Too often when you have even gone through all this rigmarole to get your extra money accepted, you have to keep on meeting those monthly payments as rigidly as ever.

The US Loan Plan wipes out that irrational situation by providing that the borrower can repay any part or all of the amount he owes at any time. You don't even have to give the association notice that you are doing so. You just make the payment and get it

HOUSE BEAUTIFUL'S *Home Planner's Study Course*

subtracted from the "balance due" figure in your pass book. Then as long as your loan is paid down ahead of time by this windfall you got from a distant childless uncle or from an extra commission you picked up, you can lapse monthly payments after that. For example, if you were supposed to owe just $4,000 on the house by January, 1950, according to the schedule of monthly payments adopted at the time the loan was made, and the windfall enables you to pay it down to $4,000 in June, 1949, you can just forget the other payments from June until January, a real convenience. Or maybe smarter still, you will go on making the monthly payments on schedule and keep that loan paid up six months in advance so when an emergency arises you will have this much extra period of grace to get things straightened out in the pocketbook department.

Another thing which home borrowers have had to worry about increasingly in the last twenty years is the dilemma of having to move out of town when they still owe money on the home bought on the installment plan. Picture the home-owner comfortably ensconced in the house that dreams built, having just achieved the finishing touch in terms of that rumpus room in the basement. The vice-president calls him in and tells him about that honey of a promotion which will take him 1,000 miles away to live instead of here. What about the house? It has to be sold. Unless there is the kind of grab-it-the-first-hour market which war has created in America for all existing housing, the house would become just a headache. But not under the provisions of the US Loan Plan. There the arrangement is that the savings and loan association or co-operative bank which holds the mortgage on the house agrees to act as your agent in the management and rental of it for your benefit until it can arrange for suitable and satisfactory sale.

The right of a lower interest rate on your loan, when you have paid off a sizable part of the debt, is another US Loan Plan feature. You realize, of course, that substantial interest rates have to be paid on the loan when you are acquiring your house on a shoestring with a mere 10 to 20 per cent down payment. But when you have whittled the debt down to about 50 per cent of the value of the house, why should you have to go along paying the same interest rate? The US Loan Plan says you shouldn't. Automatically your interest rate would go down by one-half of one per cent at least three different times in the course of the loan. For a real long-term loan, four different automatic reductions in the rate might well be provided in the original contract, as you owned more and more of the house and owed less and less to the savings and loan association.

The cumbersome and costly procedure required to get some additional money to put on a new roof or change a porch or remodel the old bay window is also slated for the discard in this US Loan Plan. Laws, which are not changed overnight, are at the base of most of these difficulties but there's no reason why these can't be changed if people want them improved; so this plan for postwar home-owners in- (*Continued on page* 120)

Summary of features of US Loan Plan for POSTWAR HOME BUILDERS

1 Maximum percentage of loan to value, if requested.

2 Attractive interest rate with a minimum of three ½% contractual reductions during life of loan; average rate, 5% or lower.

3 Loan terms up to 12, 16, and 20 years.

4 Monthly payments with interest charged on unpaid balance only.

5 Budgeting of taxes and insurance on monthly basis.

6 Right of borrower to defer up to six monthly payments after three years when needed and requested.

7 Right of borrower to repay any part or all of principal at any time without penalty.

8 Right of borrower to lapse payments so long as loan is paid ahead of contract.

9 Assistance to borrower who finds it necessary to move.

10 Provision for additional advances for repairs, equipment, modernization, and other purposes without the necessity or expense of refinancing.

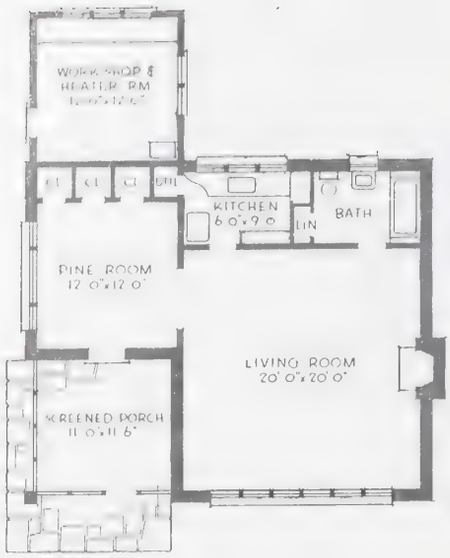
11 Minimum title costs and service charges.

12 Promptness in loan commitment, loan closing, and disbursement.

13 Advances for labor and material to build, with right of borrower to begin payments after the home is ready for occupancy but in no event later than six months from date of first advance, with interest to be charged only from the date of each advance.

14 Assistance to operative builders by making a blanket mortgage, advancing money for labor and material, and releasing homes as sold.

15 Multiple-unit loans to encourage the building of rental housing.





EMELIE DANIELSON



No one dreams this charming house was conceived as a garage. Mrs. Czeisler had always longed for an exterior of white painted brick. The purchase price upped the cost of their small house, but she did all exterior painting, except the roof, to counteract the cost



Installing a plate glass mirror on a brick wall is no joke, the Czeislers discovered. It takes much chipping off of brick with a cold chisel, but mirrors on opposite walls make the room seem wall-less. Louvers around fireplace capture heat usually lost up chimney

They built

When wartime restrictions stymied their dream house, they decided to build the garage at least to house equipment already bought. Then the idea was born to live there as well

By ANNE STEWART WOLF



PLANKINTON SAUER



Meet Louise and Andor Czeisler, probably home-building's most ardent proponents, despite their learning it the hard way. They are planning to build again as soon as restrictions are lifted

Second-hand French windows make a wall of glass where garage doors would have been. It took many coats of white paint, applied by Mrs. Czeisler, to produce the lovely mat finish on brick walls. Experience taught Mrs. Czeisler that concrete floors must be dry, and the concrete neutralized and seasoned before painting is done

their house WEEK ENDS

Back in 1941 the Andor Czeislers' home-building plans were flowering conventionally—site purchased, house and garage plans drawn, house excavation dug, heating plant, kitchen and plumbing equipment bought, when suddenly priorities, financing problems, labor shortages blocked their path. But they didn't want to shelve their dreams for the duration, and, besides, they had to store their precious equipment somewhere. So the idea of building just the garage to house the equipment was born.

It was to be just a one-room project, 20′ by 20′, and they rationalized that they'd offset the obstacles to wartime building by doing much of the work themselves. The Czeisler house, shown on these pages, was born that day.

For, once the idea was hatched to build the garage, it seemed logical to improve it, so that it would be at least livable for their country week ends.

They did such a good job of improving it on week ends that they decided to live there permanently and have been there for the past seven months.

The Czeislers' hilltop home is just a capsule of a place, but it is a good example of space thoughtfully engineered for maximum usefulness. They added six feet to the original garage plans to provide kitchen and bath. But when they had completed living room, kitchen, and bath late in the summer of 1942, they yearned for another room. For it didn't seem hospitable to send guests scurrying back to the city to sleep, when they'd been helping put your house together. So despite the fact that they, and their funds, were exhausted, they borrowed the money and excavation began for the second room.

Their home now consists of living room, guest room, kitchen, bath, and tool house. They have no bedroom, strictly speaking, (*Continued on page* 98)



Authorities on table setting say: "All glassware on the table should match. This makes for unity in decoration."

These days, when selections offered by stores are sometimes incomplete, you might be inclined to "take what you can get"... for yourself or for a gift. A hodgepodge collection of crystal results.

Usually you can avoid this by selecting a Fostoria pattern like *Colony*. It is an open stock pattern that can be added to later if you can't get ALL the pieces you want now. It offers pieces for every occasion.

So start with *Colony*. You will like its simplicity, its sturdiness. Perfect for daily meals and for parties, too.

GIVE TO YOUR COMMUNITY WAR FUND

Lovely Fostoria MADE IN U.S.A. Crystal

FOSTORIA GLASS COMPANY • MCUNDSVILLE, W. VA.



DRAWING BY JOHN L. FERGUSON

THOSE BLOOMING HOUSE PLANTS

By Agnes Rothery

Author of "A Fitting Habitation"

NOT ONE house plant will I have this winter. I have made the resolution and will stick to it, refusing to be seduced by magazines with illustrations of windows tiered with glass shelves—each shelf abloom with African violets and draped with smilax. The south window in the dining room will not be a blaze of coral geraniums. There will be no bowls of jonquils and hyacinths and narcissi and freesias in early spring upon my end tables. No towering poinsettias will flaunt their crimson stars at Christmas.

The garden has been put to bed for the winter.

It has danced through its succession of flowers for long months and I have tended upon the dance with trowel and shears and sprayers and dusting powders and watering pot. Now it is quiet and cleaned, and so, for the first time in half a year, am I.

For many autumns—more than I care to state—I have slipped the coleus and put the slips into scrubbed pots and brought them indoors before frost. I have nursed the transplanted azaleas through the change from outdoor temperature to indoor temperature. I have washed the leaves of ivy and philodendron and even the humble Wandering Jew as assiduously as a debutante washes her cheeks to clean those pores which advertisements assure us open and close as readily as shutters. I have filled decorative bowls with dearly purchased bulbs and stored them in a cool dark place through early winter and brought them out in early spring. Now I shall have no more of this.

I am as relieved to see the end of the garden as a mother to step into the still and shadowy nursery where the children are safe asleep in their beds and will not begin to stir and shout until next morning. I am tearing up the plans I made last winter for a small conservatory and flinging the scraps of paper into the waste basket. I don't want a conservatory. I don't want a leaf or a bud until next spring. I want to let my fingernails grow.

What a tranquil winter I shall have! A complete vacation from mealy bugs, rust, rot, aphids, blight, borers, thrips, red spiders, mysterious maladies and distressing mortalities.

The plants, which are meekly waiting in their pots under a precautionary covering outside the door, will be whisked off to board for the winter at the local green-

(*Continued on page* 129)



DRAWN BEHIND THE LINES BY CLIFFORD SABER

"I hear their voices now . . . in music . . ."

"I MADE THIS SKETCH at a hospital camp East of Alamein. I had a lot of friends that night that I haven't got now . . . but today, in the whisper of some melody filled with their voices and their laughter, a lot of things that seemed so wrong at the time have eased off, and the distance between us seems a little less . . . in music!"

FROM EARLY CHILDHOOD, through all the joys and tragedies of life . . . there are few of us who do not rely on the power of music to set us right, to give us solace and courage, to create happiness for us.

TODAY . . . as we at Stromberg-Carlson devote all our hours to making communications equipment for war . . . we look forward to the time when we can again bring you an instrument that will carry music into your home.

When that day comes, we will bring you radios and radio phonographs that will give you music, voice and every type of program reproduced with a naturalness you have never before enjoyed.



OUR "E" FLAG means many things to the men and women of Stromberg-Carlson. It means . . . keep turning out the equipment for our fighting men. It means . . . keep buying War Bonds till it hurts. It means . . . give blood to the Red Cross. It means . . . keep praying and working for victory to bring our boys home!

In radios, television, telephones, sound equipment . . . there's nothing finer than a

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GUILD
WESTERN PLAYING CARDS



Is musical popularity a FALLACY?

Don't believe that the finest musicians are hiding in obscurity. These seven well loved artists are popular because they are great

By Richard Williams

THE history of art is full of sentimental fallacies. And one of the most sentimental and most fallacious is the belief that great artists do not strive for popularity. The truth is that the very noblest of musical creations were conceived by their composers for the enjoyment of plain people, for popular consumption, indeed, for entertainment. Another belief widely held is that the great composers were not popular and not recognized during their lifetime. This also is not so. Many of them—Beethoven, Wagner, Brahms, Rossini, Verdi—*were* appreciated while they yet lived. After their death, their stature increased, but they were already giants to their contemporaries.

Then you come across what one might call the "elusive" theory. This opinion is that the most popular executant artists are not the greatest artists, and that somewhere there exist violinists and pianists and singers finer than the ones we know about, too fine, in fact, to be appreciated by our rude sensibilities. Personally, I have never come across such an artist. No, it is my belief (gathered from long listening) first that the good artist (in any field) usually achieves popularity, and second that the popular artist is usually a good artist. In short, I think that the "mute, inglorious Milton" and the flower which "wastes its sweetness on the desert air" exist largely in poetry.

Thus, in spite of Victor Hugo's slighting remark that "popularity is glory in copper pieces," the quality of being popular is one not to be belittled or condescended to. What is this quality? What makes an artist popular? That is indeed hard to define. Perhaps we could say that the popular artist takes the things with which we are familiar, the things we know and love well, and interprets them for us in a new, a fresh and exciting way. A popular artist is, therefore, a mixture of the familiar and the new. He is a combination of exceptional and of common virtues. Let that definition stand till a better one comes along.

We present here the artists, who, according to best available information, are America's favorites. They are the biggest "draw," the "S.R.O." attractions in music.

Arturo Toscanini

This is the noblest Roman of them all, even if he was born in Parma. He is the perfect illustration of my thesis: for not only is he incomparable and the most honest of artists, but he is by so far a margin the most popular musician that to millions his name is almost synonymous with music. At seventy-seven he has become a legend, though a very lively legend!

(*Continued on page* 134)

And now . . .

The Ceramic Arts of Destruction



Syracuse true China

has gone to war

Protecting the farthest foxhole of the American lines, they are lying in wait for the enemy—deadly anti-tank mines made of Syracuse China. Entirely non-metallic, the enemy's mine detectors can't discover them.

These undetectable mines—marvels of scientific ingenuity, mechanical precision and ceramic skill—are entirely new in the history of warfare.

Developed and Made by Syracuse China Workers—who have created these new weapons of war, in cooperation with the Army Ordnance Department, and have been designated "Essential War Workers".

In this work they have learned new techniques, new skills, new precisions—values to be reflected in your Syracuse True China after the War.

We are fighting now—but watch for the lovely new Shapes and Patterns we will have ready for you when Victory comes.

ONONDAGA POTTERY COMPANY, SYRACUSE, N. Y. • *Makers of* SYRACUSE TRUE CHINA



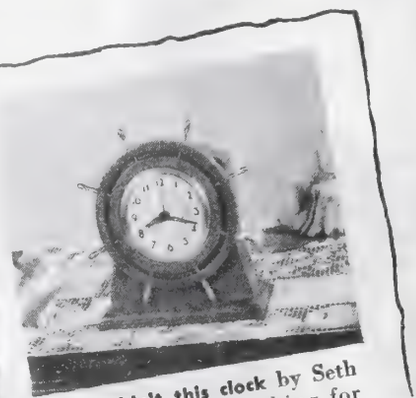
Sue's "Hope Chest" is a desk drawer!

1. Sue and George will be married as soon as George can get leave. Setting up their home will have to wait, of course. But meanwhile, smart Sue is scouting for ideas. She's clipping pictures of all sorts of nice things she'd like to get later, and putting them lovingly away in a desk drawer. (She calls that drawer her "hope chest"!) See what she's clipped in *Seth Thomas clocks* for after the war. . . .

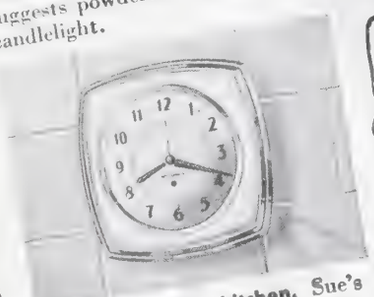
(Remember, Seth Thomas clocks are *not* available now)



2. Sue's tastes in living rooms run to Early American. So what could be lovelier than *this* Seth Thomas? Even its mellow bell suggests powdered wigs and soft candlelight.



3. Wouldn't this clock by Seth Thomas be just the thing for George's desk? Yes, Sue decided. It's such a cheerful, mannish clock —and George has always liked things nautical.



4. Hours in the kitchen, Sue's decided, will be pleasanter when timed by this clock in plastic and chromium. And the sweep second hand will see that George's three-minute eggs are boiled three minutes *exactly!*



5. Even if Sue could set up housekeeping right now, she couldn't buy Seth Thomas clocks, of course. But she can buy War Bonds—so she can help George furnish their home after the war. *Smart Sue!*

6. When you plan your post-war home—and why not start a scrapbook today?—remember that few things give a room such warmth and character as does a fine clock—a Seth Thomas clock. Seth Thomas clocks for homes are not being made now. But just as soon as our country no longer needs our entire productive capacity, there'll be even more surprising values in Seth Thomas clocks than ever before! . . . All these clocks will be notable for exquisite design, faultless timekeeping, and long-lived dependability—as all Seth Thomas clocks have been for more than a century . . . *They're something to look forward to!*

GTI

Remember, Seth Thomas clocks are NOT available now. **Seth Thomas Clocks, Thomaston, Connecticut. A Division of General Time Instruments Corporation.**

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Seth Thomas Clocks

SELF-STARTING ELECTRIC, OR KEY-WOUND

The best is ALWAYS worth looking forward to

Is your vacuum cleaner SLUGGISH?



Your cleaner may be balking because it's chockfull of dirt which maids have a way of overlooking. Better investigate yours

ONE of the most common causes of a sluggish vacuum is a dust bag that is so stuffed with dirt that suction is cut down, thus materially lessening the air passing through the bag. It isn't enough to empty the bag after every use, although that should be a routine part of cleaning. The fabric bag itself should be brushed occasionally so that dirt will not clog the pores and prevent air passage.

First lay several layers of newspaper on the floor (dampening them slightly will help keep the dust from flying). Then turn bag upside down on paper, holding it down with feet at either side. Shake the bag. Then rub sides together, starting at the top. Turn bag inside out and brush with a stiff whisk broom. Brush dirt into a large paper bag, if possible, to keep it from scattering.

If you have an outlet outdoors, or a long extension cord, do the job outside, using the stiff upholstery brush attachment to remove the dirt, after turning the bag inside out.

Threads, hair, miscellany, caught in the brush of your cleaner, slow its progress also. So clip them off carefully with scissors. Or maybe the nozzle is too low and needs to be adjusted.

It should be about the thickness of a ruler above the carpet.



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Those who have made the pilgrimage to historic Colonial Williamsburg revere the memories of this hallowed spot. It offers so much that one associates with real contentment and pleasant living in our world of today . . . so much that can be adapted gracefully and appropriately.



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The Daphne Room in the Raleigh Tavern, where George Washington was said to have dined often

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Make over your old LIGHTING FIXTURES

If you can't buy new lighting fixtures, here's how to make old ones lose that dated, "has-been" look

ELECTRICAL fixtures of the elderly type look as dated as kerosene lamps. But there's something you can do about them.

For boatlike numbers that hang from the ceiling by long chains, like an amusement park swing, have the electrician remove the chains and fit the fixtures close to the ceiling. Then paint them to match the ceiling. Knock out a plaster ceiling medallions, wh you're at it.

Mottled bronze lanterns, lin with opaque marbleized glass very popular in halls some ye back—can be modernized by ru bing them down to the brass ba with steel wool, and giving the clear glass for opaque.

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BEAUTY and DISTINCTION

Into the beautiful homes of discriminating people, choice Orientals or Aubussons fit like jewels in fine settings. No other floor covering affords the wealth of beauty and unique individuality which are the birthright of these decorative rugs. And, when you choose one of these masterpieces from Nahigian Brothers, you do so with the assurance of making a sound and lasting purchase, from the country's most comprehensive collection. Your inquiry is cordially invited.

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TEXTRON Showers

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Kentucky Tavern enjoys this unique heritage. The uniform quality and character of this fine liquor, dictated by the founder 73 years ago, have been maintained by his family as a proud Kentucky tradition to this day.
Glenmore Distilleries Co., Inc., Louisville, Ky.

THERE'S ONLY ONE BETTER BUY IN BONDS . . . *WAR BONDS!*



A "morning-after" pick up for furniture

Don't develop party nerves wondering what your furniture will resemble when cocktail time is over. Keep a party-grief aid in your cleaning kit

U may feel like following your ıests around with a cloth to up spilled drinks when they r. But you won't have much at your parties or be a very ked hostess if you are constant- laying the monitor. Be reas- d, though. Spots from liquor, s caused by "sweating" glasses 't the cause for alarm they once . You can banish most of these s with a combination spot re- r, cleaner, and polisher, which is very aptly called "Reviva."

So when guests or family have been careless, open "Reviva," moisten a fresh, lintless cloth with it, and rub out the stain. If spots don't respond to the first treatment, repeat until you have erased the spot. This liquid remover does excellent over-all cleaning and polishing, as well as spotproofing. Just go over the surface lightly with a dry cloth after applying "Reviva," and see a fine luster appear.



AS SOFT AND LOVELY AS CANDLELIGHT

On a chilly night, what could be more welcoming, more gracious, than a room bathed in the beauty of a candle's glow? Lady Seymour Blankets radiate this same warmth and loveliness. They're as soft as candlelight, with deep, springy nap to give them that extra coziness that makes sleeping a real joy. Lady Seymour Blankets are all pure wool. They're rayon-satin bound, and come in soft, rich colors.

Lady Seymour
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"Unitized" wallpapers are designed by the leading staff of artist-designers in the world . . . made by the world's largest manufacturers of wallpaper . . . sold by leading wallpaper dealers everywhere. If you don't find the "Unitized" line the first time you ask for it, try again at another store.

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Authentic Antique Designs

IN GENUINE MILK GLASS

Scarcely distinguishable from the originals, these quaintly designed bits of Early Americana represent the very finest work of the glass craftsmen's art. Many of them are made from the original molds carefully preserved and handed down from generation to generation. Equally appropriate for table or whatnot, they present unusually attractive opportunities for sophisticated decor. Ask to see Westmoreland Reproductions at gift shop or department store.

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Czeisler-antiqued, pine paneled walls of guest room have soft pink hues achieved by Mrs. Czeisler by applying white lead paint, rubbing off excess, adding coat of shellac, and when dry, paste wax. Picture window frames an unbroken view of distance hills for guests

THEY BUILT THEIR HOUSE WEEK ENDS

CONTINUED FROM PAGE 87

but their sleeping nook demonstrates how every inch of space can be used judiciously. When partitions were put up dividing living room from bath and kitchen, there was a wasteful gap overhead. But when they laid a floor over the gap, it became a sleeping balco large enough to accommodate big double bed. After they b bought second-hand banisters, them down, painted them whi and installed them around balcony to form a gallery, the s

The Touch of *Beauty* that completes a room



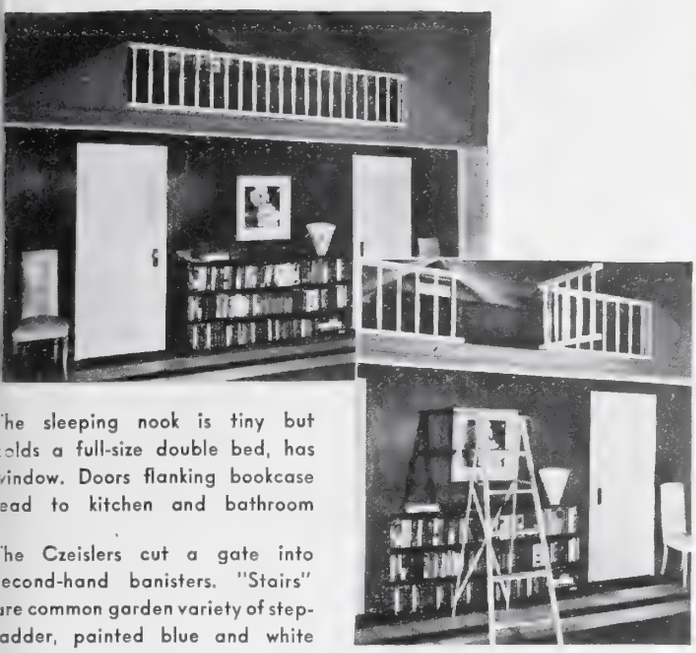
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he sleeping nook is tiny but olds a full-size double bed, has vindow. Doors flanking bookcase ead to kitchen and bathroom

he Czeislers cut a gate into econd-hand banisters. "Stairs" are common garden variety of step-adder, painted blue and white

ame one of the most popular their three-room house they e developed five closets, besides rge storage space under rafters. he tiny 6′ by 9′ kitchen has ures which postwar planners seeking, such as cove corners, nake dusting easier; toe space ront of equipment for greater fort while working. The living n has good wall space for easy iture grouping and arrange-ments, boasts a circulating fireplace which adequately serves as their "central heating plant" during the winter, since the house is well insulated. Their heating equipment never was delivered to them.

The Czeislers' home-building project reads like an odyssey of hard work. Most of the "heavy" jobs were done professionally, but their week-end activities included

(*Continued on page* 135)



PLASTIC COATED
Duratone
REG. U. S. PAT. OFF. PLAYING CARDS

It's a quick trick to remove soil, candy or ink stains from plastic-coated Duratone cards . . . a damp cloth, a wipe, and presto—they're like new! At this time, not even a magician could supply the tremendous demand for Duratone cards. If your favorite store is "fresh out" . . . try again later. They're worth it!

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IF EFFECTIVE OR NOT AS ADVERTISED THEREIN
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My Silver Speaks to Me

"My softly gleaming silver has a message for me. It reminds me of the day, just before he went away, that Tom and I chose this lovely Reed & Barton sterling pattern. It brings up visions of the first dinner we will have in our new home. And then it whispers the sweetest message of all . . . that the time is getting closer when Tom and I actually will be sitting across the table from each other."

Beautiful Reed & Barton solid silver imparts added joy to the memories of the past and the hopes of the future. If you haven't already chosen your pattern and bought your first place settings, this is the time to do it.

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Sterling Silver

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How does your IVY GROW?

By Marguerite Nixon

MY AUNT is going to have to chop her way out of her house one of these days. From a sprig, her ivy has grown to festoon the walls and serve as valance at the windows. She gave me a yard or so of it three weeks ago, and I've done everything but sit up with it nights and take its temperature. But its leaves are getting that telltale yellow that means it will not be with me long. Maybe it's homesick.

In every picture of the well-appointed room there is the emerald flowing beauty of ivy. Every furniture display has trailing ivy on the polished tables. I have a broad white mantel over my fireplace (how beautiful ivy would be there!); I have a tier table; I even own a real Duncan Phyfe card table; but, alas, I have no ivy.

It isn't as though I haven't tried. I have bought so much ivy from my florist that he no longer selects the piece for me. He just says, "Go into the greenhouse and break off a length for yourself." I linger over my selection. I even fudge and get a few inches extra, but Mr. Jensen can't lose. He knows I'll be back.

I HAVE been open to all suggestions. I was advised to dust my ivy, and since my dressmaker puts olive oil on her plant, I laboriously wiped some on every leaf of mine. For me, it didn't work. "Just leave the ivy in a bowl of water, it will live forever." I did, but it didn't. "Never leave ivy in water alone; mix half water and half dirt." I did, and the ivy rotted. "Set the pot in the sun." "Put it in the shade." Yes, indeed, no one can



BIGELOW WEAVERS PRESENT

WHEN OUR SHIP COMES IN

TIME: THE FUTURE



ENSIGN ANNE HAWE



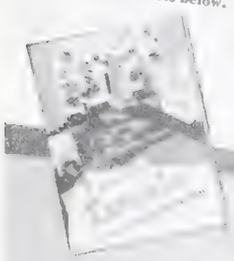
ENSIGN THOMAS HAWE



CHAPLAIN KNOX

PLOT: The chaplain married them soon after Anne met Tom at the Base. They've had little time together but they are sure the future's 4.0. Both want the same things when their ship comes in . . . it may not be too long now . . . a home near the water, a sea-view living room, a binnacle in the big window. Tom says it all will be blue-water sailing, so a blue-water blue rug is the first thing they will buy. Anne has learned respect for fine materials and design. Anne knows in a Bigelow rug these things will all be theirs, be it Beauvais, or another grade by Bigelow.

FREE BOOKLET
See the rest of this room — by famous designer. Decorating rules, colors, helpful hints for you. Write us. Address below.



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—but always worth looking for

Because we're so busy for Uncle Sam there isn't time enough to make all the Fincastle Fabrics home-makers are asking for. We sincerely hope your dealer will be able to meet your needs. Meanwhile, buy your share of Bonds first!

Louisville Textiles, Inc., Louisville 4, Ky.

Fincastle

BUY WAR BONDS!

Ready-to-hang DRAPERIES Yard Goods

ay I didn't try. The last instructions I followed were to put tea eaves in the pot, and the things hose wet tea leaves did to my ivy ou would never guess. Some little nats set up housekeeping in those ea leaves, and the ivy languished.

Last week I said to Mr. Jensen, 'How does your ivy grow?" I had im there. He was aghast. "There s no trick to the ivy growing. ust put it any place in medium oil. Why ivy is so simple!" And t must be; for there it grew in profusion all over.

Simple for Mr. Jensen, but he vas no help to me. I stopped at the ibrary and got two books on biology. I have read the chapters on plants very carefully. There are variegated ivies. They should be planted in the autumn in ordinary soil. When a check in growth is desired (ha!) it should be effected by vigorous pruning in spring.

Ivy has aerial roots, and it belongs to the class of epiphytes. Such a root lives partly or entirely in the air. I wouldn't know. I never got mine up that high. There are all kinds of ivy: Boston, Japanese, American, Devil's ivy, etc., and here are several schools of thought for each one.

My little ten-year-old niece, who not only has a green thumb but an entire green hand, gave me the following instructions. "First you put the ivy in water until it roots, and then you put it in dirt, and you water it once a week in winter and twice or maybe three times in the summer, and you tie a string to the pot and the other end to a nail high up the wall, and you let the ivy climb the string, because it does better when it grows up." She has never read any biology, and ivy does fine for her.

THE second textbook offered two practical suggestions. The author wrote that, if conditions were unfavorable and only one house plant could be bought, that one should be the common philodendron. He said it does well either in soil or water with or without plentiful light and continues to grow and flourish year after year.

But in the next paragraph the author wrote in heavy type: "*Snake-plant is foolproof.*" The sanseviera seems to get along well no matter how it is treated. It just laughs at unfavorable conditions. It doesn't mind overheated houses; it doesn't care whether it is watered or not. Well—today I bought myself a snake-plant.



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IT STARTED WITH PRISCILLA

About John Alden, a clock with personality, and how he happened to join the other personable clocks in this lady's ticking collection

By Mary F. Ellsworth

I HAD sat two hours in the smoke-filled auction room waiting for the early American clock to come up. Now that it was on the table I trembled with excitement. To me it was the ultimate. Just the thing to sit on the cherry cabinet in the living room alcove.

I wet my lips, for they had suddenly gone dry, and opened my mouth to open the bid.

"Five dollars!" a deep voice boomed out from across the room.

My heart dropped to my shoes. Five dollars! I hadn't planned to pay over five for it. In a small voice I called out, "Six dollars." My better judgment told me I was a fool. What did I want with another clock? We had five in the apartment now. People were beginning to talk behind their hands about the Ellsworths.

I shook the thoughts from me.

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BRITISH CRAFTSMANSHIP AT ITS BEST

what! Clocks are swell decora-ns! The booming voice raised me dollar. A dealer was bidding gainst me. I'd never get that ock now.

"What do you want with that old ock?" A small voice inside of e asked. "Look at it! That black aint probably covers a cheap pine ase. Bet it hasn't run in fifty ears."

Ummm . . . hasn't run in fifty ears? The thought intrigued me.

"Eight dollars!" I bid up. The owd around me buzzed. I shot the ealer a nasty look.

"What about Grover?" The small oice insisted. "Good old reliable rover."

Good old reliable Grover. Umph! he didn't get on the ball and stop sing time he was going to get a at of flat white paint and hang r a shadow box.

I squirmed on the hard wooden at. Three dollars more and I'd e in next week's grocery money!

Darn Priscilla anyway! She was ne cause of this clock-for-decora-on idea. Just because she'd ooked so cute on the marble-top able. She's an English Catbird hat we picked up at a junk store Jersey for $3.

The auctioneer looked at me xpectantly as the dealer raised another dollar. Would that man never stop?

"It's worth $10," I said aloud to myself.

The lady next to me edged away, and the look on her face told me that she thought I'd lost all of my buttons.

I did so want that clock. The cherry cabinet needed it. The desk had Victoria Regina. I'd practically stolen her at auction for $5.50.

The gavel was going down for the first time.

"What about Grover and Lionel?" the small voice persisted. "The two of them cost you only $3.25. They put this clock to shame."

THE gavel hit the second time. I couldn't dissuade myself.

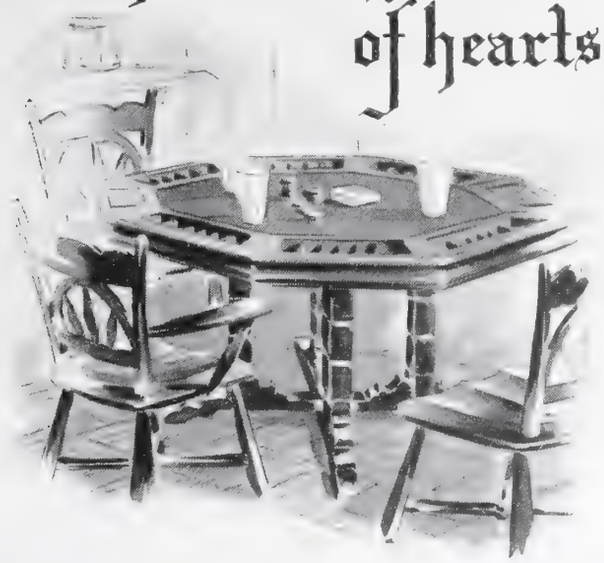
"Ten dollars!" I shouted to my utter surprise and told myself firmly that was tops. The look that I gave the dealer was withering. He smiled at me and shook his head at the auctioneer.

The gavel came down with a crash and my spirits rose to the heavens. I got the clock!

When I showed the clock to Buzz that evening he just sat and stared at me. The black paint had turned out to be fire blackened varnish. The casing was badly charred and

(*Continued on page* 107)

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Chairs of authentic Scandinavian design complete a perfect ensemble for playroom or hide-a-way room.

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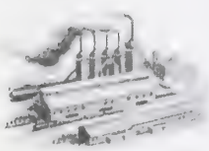
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Curtains

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Share the PROFITS OF PEACE



EVEN while all of us are devoting all our efforts to winning the war, we must remember that in our post-war world, the profits of peace can not be measured in dollars alone — they must, also, be measured in decent living conditions for all; in a sense of shared responsibility for conditions in this post-war world; in the expectation of financial security through steady employment. All these profits will be conditioned by money and men working together. When money and men are idle, we have hard times. When money and men are working together, everyone has money to buy what he needs and wants.



In this post-war world, Mullins Manufacturing Corporation will again make the YOUNGSTOWN kitchens that have brought so much convenience and beauty into thousands upon thousands of American kitchens. These new YOUNGSTOWN kitchens will offer even greater freedom of choice in equipment and arrangement so that each housewife can suit her own ideas, her own house, and her own pocketbook.

The better YOUNGSTOWN kitchens are, the more housewives will buy. The more they buy, the more people will have jobs.

Mullins Mfg. Corp. will be building and sharing the profits of peace with those who buy YOUNGSTOWN kitchens as well as those workers who help to supply them.



The American people—capital and labor—industry and agriculture — concentrating on keeping money and men at work, can provide jobs for returning soldiers, war workers, and every other worker.

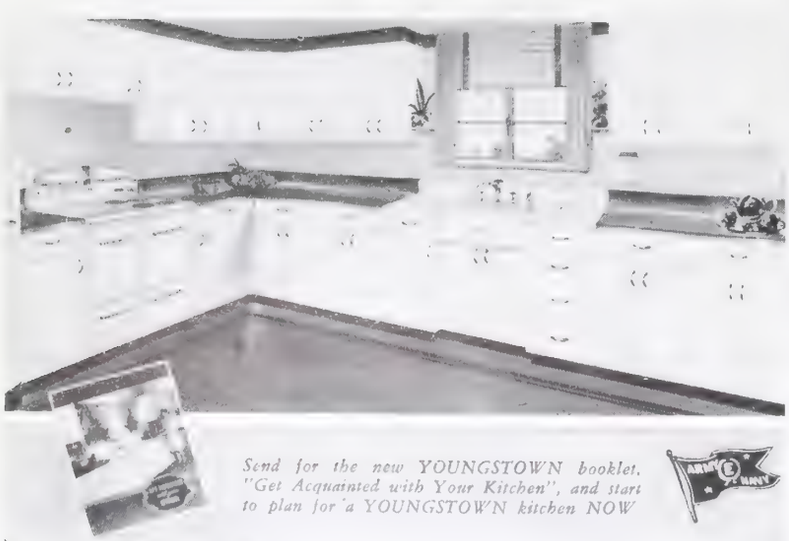
In this responsibility to

GIVE A MAN A JOB
PUT DOLLARS TO WORK
SHARE THE PROFITS OF PEACE

Mullins Mfg. Corp. is determined to do its part as soon as it has completed its war job.

MULLINS MANUFACTURING CORPORATION
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Youngstown Kitchens
YPS

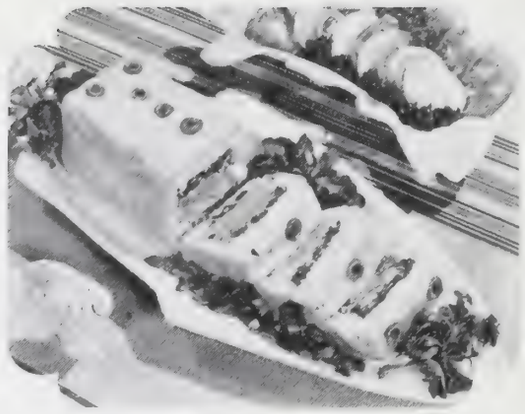


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IT STARTED WITH PRISCILLA

CONTINUED FROM PAGE 104

face was almost completely
e. But it was ours and some-
g had to be done about making
ok presentable.
'e put the works in kerosene to
while we applied varnish re-
er to the blistered sides and

you have ever had the excit-
feeling that one gets while
ng through the forgotten treas-
of an old trunk stored away in
attic, you will know a little
he way we felt as the varnish
an to melt before our eyes.
lerneath we found a casing of
most beautiful old grained rose-
d that I have ever seen. We
e thrilled! In no time at all we
painted a new face and had
clock in running order. We
ed him John Alden. We name
of our clocks. Makes it much
pler to keep them wound,
ned and oiled.
locks, you know, are very
h like people once you get
uainted with them. Buzz and I
almost tell by the expression
Victoria's face when she's feel-
run down and due for a wind-
ing. And Lionel is the happy, even-tempered type that cheers you up just to look at him. He's such a well balanced clock, it's a pleasure to live with him.

You don't have to be crazy to collect clocks as decorations. But it helps a lot! Anyway, we haven't reached the Charles II stage. He was, you will remember, the illustrious gentleman who drove himself crazy trying to adjust two clocks to run within five minutes of each other.

I'M SURE the ringing in our ears will go away in time. And, even though John Alden needs a slight adjustment to stop him from striking twenty-two times before each and every hour, and though curlicued, gingerbready, Victorian Grover's alarm has never awakened us at eight, and though midnight in our apartment sounds like New Year's Eve in Times Square, New York, we're still happy.

We'd much rather go wacky gradually. It's much more fun that way.

PS. Priscilla loves John Alden.



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Maybe you're timid about the right spice to use, when and where. While you don't have to hew to any traditional line about spices, it's well to know what spices have the closest affinity for what foods before you strike out for yourself. You can delve into the subject more deeply with a "Manual of Spices," available from Publicity Associates, 350 Fifth Ave., New York City. It's free, and tells you what each spice is, where it comes from and how to use it.



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Paper your light switches to match your walls. They'll look handsome, and besides ugly, ever-present fingermarks won't show

YOU can do an excellent job of camouflaging light switches by apering them to match your walls. Even if your walls are painted, a oral motif over a switch adds an ttractive touch, and keeps the spot rom revealing so plainly a mass f smudgy finger marks.

Trace the dimensions of the witch on transparent paper, indiating the buttons or toggle. Before ou do any cutting, match your attern so that the papered switch ill blend right into the backround. It may take a bit of jugling, but it's worth the time. Place tracing on wallpaper and cut, allowing ⅛ inch extra on all sides. Apply paste to paper and press over switch, smoothing down with a clean cloth. Push excess paper under switch with a screwdriver or nail file. Never cut the paper flush with the switch, or it will shortly look dog-eared and be a bad dust-catcher.

Do your pasting with wallpaper paste. And if you're covering switches in the children's room, where the fingermark quota is higher than elsewhere, finish with shellac or wallpaper wax.

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Required reading for WINDOW GARDENERS



GARDEN gardening is one thing and window gardening is another—and seldom do the twain meet except in the summer, if then. Say what you will, growing anything but a cactus in the superheated, super-dry air of a house is a specialized operation, having surprisingly little practical kinship with gardening in season and in the open. Of course, the principles of plant growth are the same; and insects, though different ones, are controlled by the same poisons. But the limitations imposed by pot-confined roots, improper humidity, excessive and comparatively undeviating temperatures, and usually spotty conditions of sun and light make indoor gardening a science apart—and often something less than unalloyed pleasure.

Accepting the implied challenge, Dorothy Jenkins and Helen Van Pelt Wilson have called their new book, "Enjoy Your House Plants" (*New York, M. Barrows & Co., Inc., $2.50*). This certainly puts it squarely up to them to prove you *can* really enjoy them as well as tell you how. And they do a good job of it. There are few books available which do the job so well, perhaps none that does it so simply and

Take it from me...
smoother drinks come *from* HAVANA CLUB RUM



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ably. The authors tell you not how, but what to grow, classi- g and reclassifying the possible t material according to the racteristics of the plants them- es as well as by the require- ts and conditions that must be within the house. The book udes a portfolio of keyed pho- aphs revealing a pictorial quality seldom achieved by the usual "house plant" picture. Of the authority which the authors possess in their field there is no question. When they say they have made a certain plant flourish under certain conditions, you may believe them. And, more important, if you really follow their advice, you may be able to do likewise.

For all Gardeners . . .

particularly valuable guide reference book will make its earance as this issue of HOUSE UTIFUL reaches you. It is called e Border in Colour," by T. E. sfield (*New York, E. P. Dutton o., $4.50*). It is an English book, ted on regrettably poor war- paper, which one can only e will withstand the constant nbing it will surely get. But color photographs of perennial ers are superb. So, too, is the

companion volume to "Alpines Colour and Cultivation," it is larly arranged to include gen- discussion of the planning and ting, the care and the best of perennials, and then winds with an extended glossary of plants and their important gar- varieties. This glossary is the real meat of the book for American gardeners. Alphabetically arranged, it includes all the information about goodness knows how many perennials that anyone could need or want for their proper handling. Heights, spread, colors, bloom periods, dates and methods of propagation, origins, and other reference data are all covered, with a simple series of codes and symbols being used for the pertinent cultural facts. A special visual guide to colors and shades is also included.

It will be necessary in many cases for American gardeners to translate dates and certain other regional data into terms applicable to their own geography. But that should be no real drawback to the great usefulness of the book as a guide to garden perennials.

HARAK FURNITURE



THE SKILLED HANDS of Charak craftsmen are still producing finest quality furniture. These same hands are turning out war materials in ever increasing quantities to help hasten the day of final victory.

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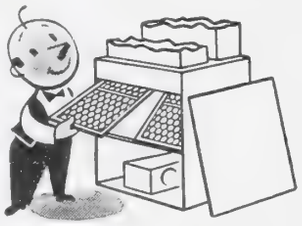
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1 If your forced-warm-air furnace isn't doing its best—isn't giving you lots of clean heat with a minimum of fuel—we suggest that you . . .



2 Examine the air filters in the blower cabinet. They may be *clogged with dirt,* impairing the circulation of warm air from your furnace.



3 You can remedy this situation quickly and inexpensively by replacing these dirty filters with new Dust-Stops*. You'll get more heat . . . and, equally important, you'll save fuel.



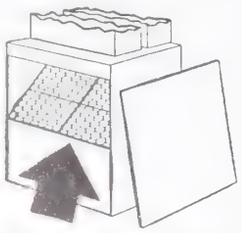
4 New, clean Dust-Stops will also filter out much dirt and grime that would otherwise settle on walls, furniture and draperies.

Look in the classified telephone directory for Dust-Stop dealers, or order from your local department or hardware store. Most sizes cost only $1.50 each.

DUSTOP*

*T. M. REG. U. S. PAT. OFF.

AIR FILTERS



Filters are inside the blower cabinet. Just remove the panel to replace.

Owens-Corning Fiberglas Corp., 1904 Nicholas Bldg., Toledo 1, Ohio
In Canada: Fiberglas Canada, Ltd., Oshawa, Ontario

IS YOUR TOWN AS GOOD AS IT COULD BE?

CONTINUED FROM PAGE 73

far from everyday, living, breathing, present reality. It makes us think of glass-walled skyscrapers and overhead highways on which fantastically shaped plastic autos speed over gleaming surfaces. "The shape of things to come" is of little interest to us, unless the things come while we still are here. Still, the fundamental urge to inspect and re-plan our cities, implied by the words "city planning," is the most hopeful sign there is of Better Tomorrows. If we devote ourselves to the job, we can see some results very soon. We won't get everything done. But whatever we accomplish will mean that much less for our children and grandchildren to do. And how well we do our part will help them to grow up to do theirs a little better. In fact, we believe that unless a real stock-taking of our communities goes ahead now, we won't have Better Tomorrows at all.

HOW do we start? Why, by putting our home towns under the microscope, here and now. What is needed is an expression by us, the common garden variety of householder, as to what we want changed. If we do that, and tell our public servants about it, we will have a *real* re-making of our environment—"city planning" as it should be done in a democracy.

It isn't a completely uncharted sea. Some towns already have experimented with the idea of public participation in city planning. In one town—Syracuse, N. Y.—the endeavor has had sufficient success to point the way for other towns. It is worth looking at, for what has been done in Syracuse can be done anywhere else that people decide they want it done.

Syracuse started a Postwar Planning Council in January, 1943, with the co-operation of "Fortune" and "The Architectural Forum." The Council was made up of a group of representative citizens of the city and of Onondaga County, in which Syracuse is the largest center. The Council invited the citizens to take a look at the city and county.

"What do you see that you want changed?" it asked.

It could not ask everybody, all at once, so it began with a sample survey of 1,044 men and women picked from various parts of the community, reflecting all income



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cookery. You'll enjoy the mineral ba
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Don't carry a LOAD on your head



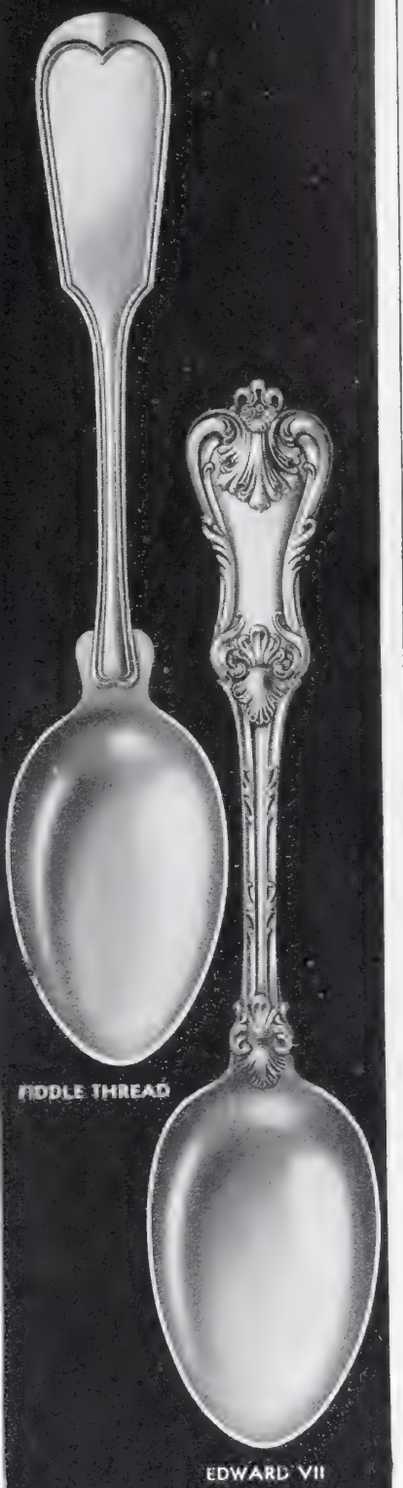
NO.. you wouldn't carry a load of groceries on your head, but . . . are you loading your mind with a clutter of daily details? If you are, you should read the new booklet, "How to Remember by Forgetting", that dramatizes the Robinson Reminder System with cartoons and a sizzling story. It's FREE . . . write today to Dept. BS. Perforated Coupons — each memo separate — Tear out when attended to. $1 to $10 at stationery, department and leather stores.

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levels and occupations. To these "guinea pigs" was presented a questionnaire asking: "Please sit down and be the Mayor for a minute!" Inside were all the queries about roads and schools, housing and flood control, taxes and sewage systems, and a lot more. The questions were based on the fundamentals of life in Syracuse and Onondaga County. Any community could make up its own such questionnaire, framing the questions to match life in that community.

The results of that first step gave the people's Council its first inkling of what the citizens were interested in. The two most pressing subjects proved to be housing and traffic, which was a go-ahead signal to the Council to start postwar plans for housing and traffic facilities. It might be schools or water supply in your town. Or economic expansion. Or an airport.

It would be whatever the people of your community really wanted to do something about.

BUT Syracuse did not stop with its sample survey. The Council went ahead with its plans, guided by the interests expressed in the survey, and as each separate plan was evolved it was released to press and radio. Discussion of each report was encouraged at club meetings, on special broadcasts. Public meetings were held, where everybody had his chance to contribute an idea, express his opinion of the plan. Speakers were provided to explain the details to groups—large and small—who were becoming more and more interested in why Syracuse and Onondaga County were not all right as they were, how they could be improved.

A full-time staff was hired to conduct the public's participation in making their city better. (That's the new angle on city planning.) This staff kept a flow of provocative material to newspapers, radio stations and groups. "What are we going to do with our community after the war?" was a subject constantly before the people.

The culmination of the public participation campaign came with a series of seventeen Sunday radio programs entitled: "Syracuse on Trial!" This was a most successful technique for cracking existing lethargy regarding civic improvement. It was a program which employed all the dramatics of the "soap opera" with the personal tug of familiar names and voices. For appearing on the program were judges, lawyers, legislators, busi-

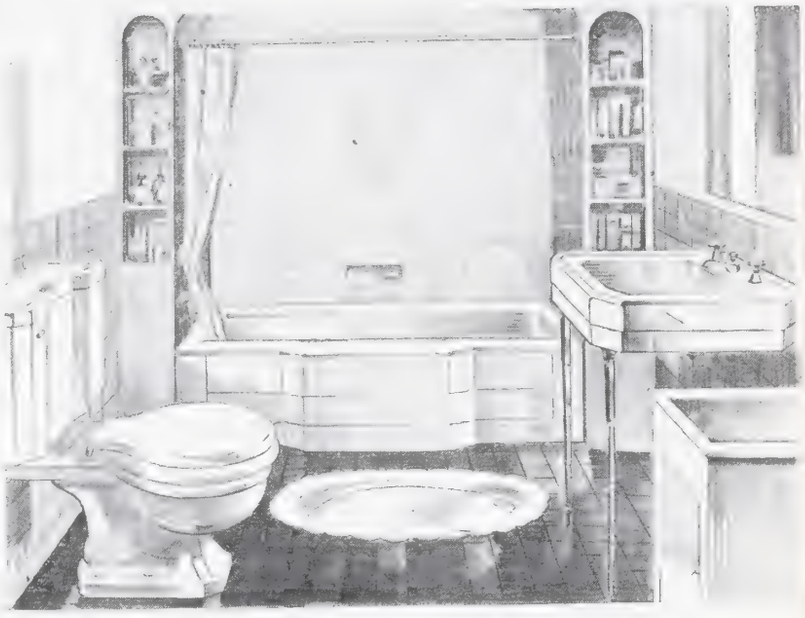
(Continued on next page)

SINCE 1907 MAKERS OF FINE PLUMBING FIXTURES

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"My new bathroom will have ample space"





We've some mighty fine plans, Julian and I, for our own small home. It's not going to be elaborate, but there'll be lots of features that we'll be really proud of. For instance, our bathroom will be gay and comfortable, and not too crowded either. We know just how to do it.

Eljer's booklet "Women Tell Us"... showed us some novel ways to have what we want in our limited size room. We found how we could adapt space that ordinarily goes unused to generous size cupboards opening right in the bathroom. What's more, I liked their idea of a cabinet mounted on wheels that serves as a complete baby bath with space provided for his own private soaps, oils and towels.

Of course, we are determined to have Eljer plumbing fixtures. They offer such a wide variety of lovely designs we can choose just what we want.

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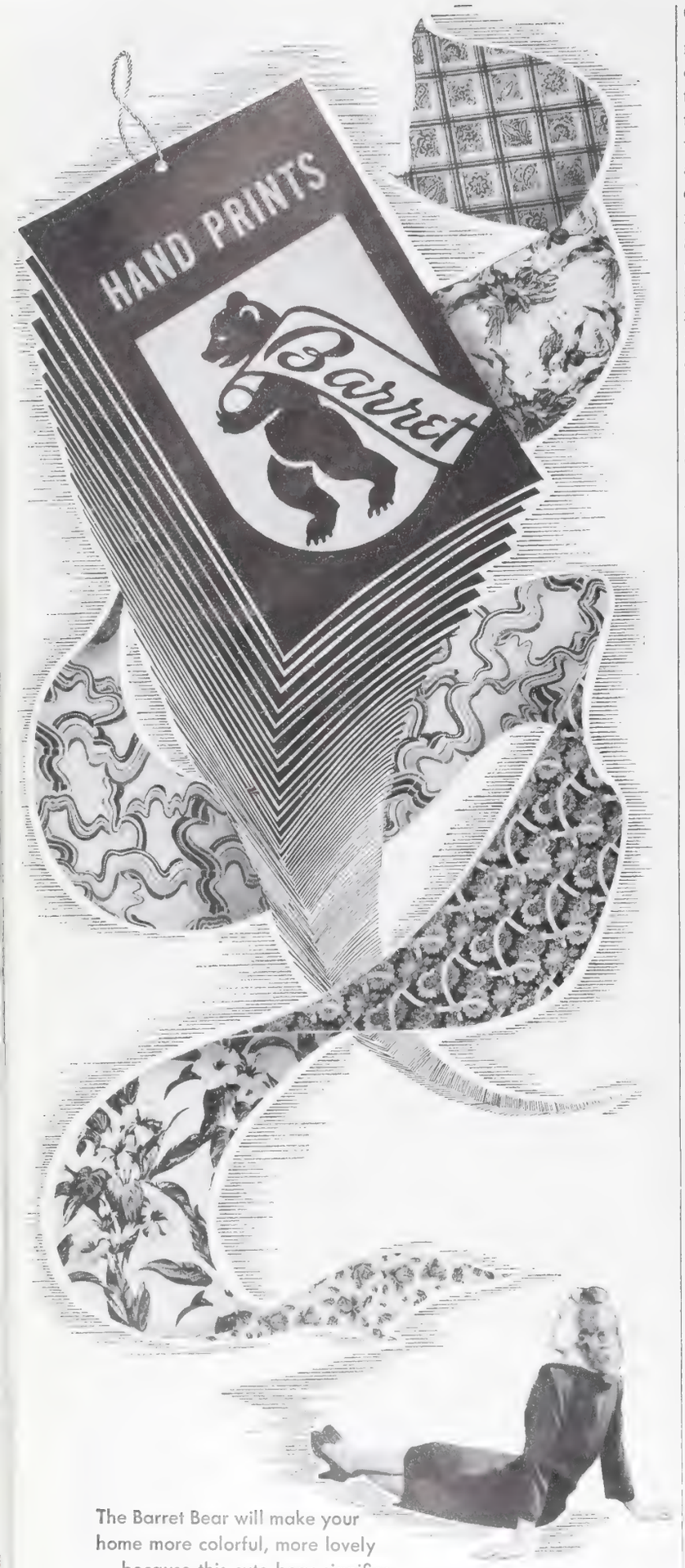
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CONTINUED FROM PRECEDING PAGE

ness men, educators, housewives drawn from the everyday life of the community. They took part in the broadcasts, playing *themselves*, while various aspects of life in and around Syracuse went before a court of public opinion. The jury rendered a verdict based on the *real* decisions of those who made up the radio-jury. The results were more fodder for the postwar Planning Council, out of which to create plans that expressed the people's desires and dreams.

"Syracuse and Onondaga County are on trial!" boomed the announcer at the start of each broadcast.

"For what?" asked a skeptical voice.

And each week the answer was different: "What are we going to do about jobs for returning soldiers?" "What are we going to do about taxes?" "What are we going to do about residential real estate?" The case for a solution to each problem was made by a prosecutor, with a defense attorney arguing against it. The jurors listened for twenty-five minutes, decided.

The verdicts were not always what the professional planners expected. Sometimes they were not final verdicts at all, but decisions which said, in effect: "We don't know—we want to consider the subject further." Even such verdicts were steps in the right direction. For the people of Syracuse still are considering. And they know that when they have reached a conclusion there are ears ready to hear them, minds and hands waiting to do their bidding.

SYRACUSE has not reached the building stage any more than you have in your home town. It has created no skyscrapers, razed no obsolete buildings, built no new streets and highways, created no new home sites. But it is beginning to know which of these things it wants to do, when materials and men are available.

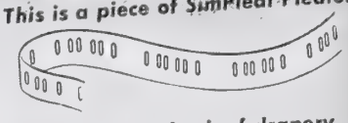
The secret of the success of this experiment in people's planning lay in its element of conflict, according to Barney Finn, co-ordinator of Syracuse's public participation campaign.

"It's the most important thing of all to get people arguing about something that concerns them all," he told us. "It not only lines up those who are for, and those who are 'agin', but it helps those who are in between to make up their minds.

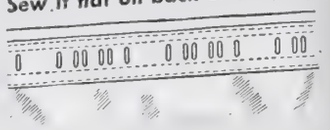
"Until the war ends, our job is to apply the sales approach to city planning. Our product, the city and

FRENCH PLEAT YOUR DRAPERIES IN 15 MINUTES!

This is a piece of SimPleat Pleater



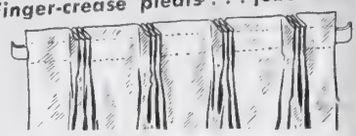
Sew it flat on back of drapery



Run drapery rod thru slits



Finger-crease pleats . . . job's done!



- Easy to sew on, invisible from front
- Stays stiff thru wash or cleaning
- Makes drapes hang straight
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Have you ever heard of an Ozite Cushion that wore out?

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What's the price of the rug? You save that much by doubling the rug's life. Ozite's luxurious feeling costs nothing!

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county of the future, has not yet been designed. We don't want to trust it entirely to professional engineers. They will design a city and county that they think the people *ought* to want. But even if the professionals' guess is 100% accurate, the people still have to be sold before they will invest the time, effort and money needed to make it all come true. Our objective has been to let the voters, who are going to have the last word, have the first word, too!"

Don't be discouraged if, at first, few people seem interested: it's a big idea, takes selling, like all big ideas—from democracy to world peace. Don't be upset if people in your community do not agree as to the specifics of what should be done, or done first. The majority, when aroused to the benefits of doing something, will make pretty good decisions in the long run. Provided they take the time—enough of it, and soon enough—to study their home towns with a view to Better Tomorrows.

Have you learned how your city and county fall short of providing ideal living conditions? If you would like to judge, turn back to page 73. Do you want to make every effort to create a better city for your returning service men after the war? See the "Tips" from Syracuse on page 119. For, if you want Better Tomorrows, want them in your own home town and just as soon as you can get them, it's up to you. Put your town under the microscope. Now. What are we waiting for? Tomorrow's almost here.

HOW TO JUDGE HOW GOOD YOUR TOWN IS

CONTINUED FROM PAGE 73

sleeping quarters of your home?

11. Are there parks and playgrounds, libraries and recreation centers, within access of your house or apartment?

12. Is the school system everything it should be, with adequate teachers, high curriculum standards, and sufficiently large and well-equipped playgrounds?

13. Is there efficient city sewage disposal and garbage collection in your neighborhood?

14. Are traffic signals and police protection provided to proper degree for the maintenance of safety?

15. Have you a civic or neighborhood auditorium where clubs can meet, lectures can be given, concerts held, and the cultural life of the town promoted?

16. Are the factories and ware-

Getting PRACTICAL with plate glass



KITCHEN COMPANION

The doorbell! Who could it be? Book salesman or neighbor? How do you look? Make a quick check-up in this handy kitchen mirror... and you can face your caller without dismay, whoever it is. Saves steps. And brightens the kitchen.



VANITY PRESERVER

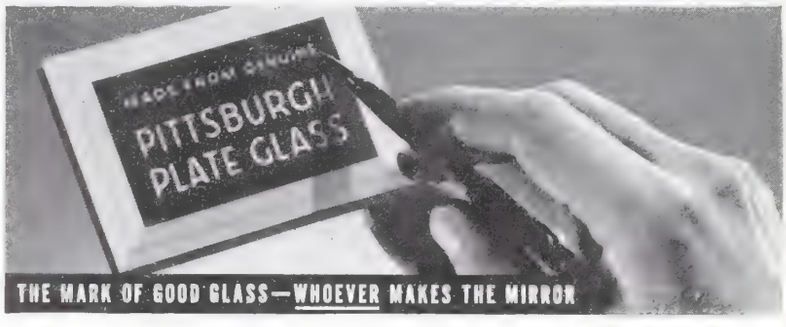
Practical protection against scratches, stains, or spilled cosmetics is a vanity top of Plate Glass. Smart as well as sensible. (How about combining it with a framed mirror, and gay walls finished with Pittsburgh Live Paint?)



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Men are so often in a hurry! Likely to go off and forget all about the cigarette they left burning. But no harm is done if your furniture is protected by Plate Glass tops. And speaking of men, they all like a mirror of their own!

You can get these items at your favorite department or furniture store.



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Pittsburgh Plate Glass Company
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Please send me, without obligation, your new, free booklet, entitled "Decorating your Home with Glass."

Name_____

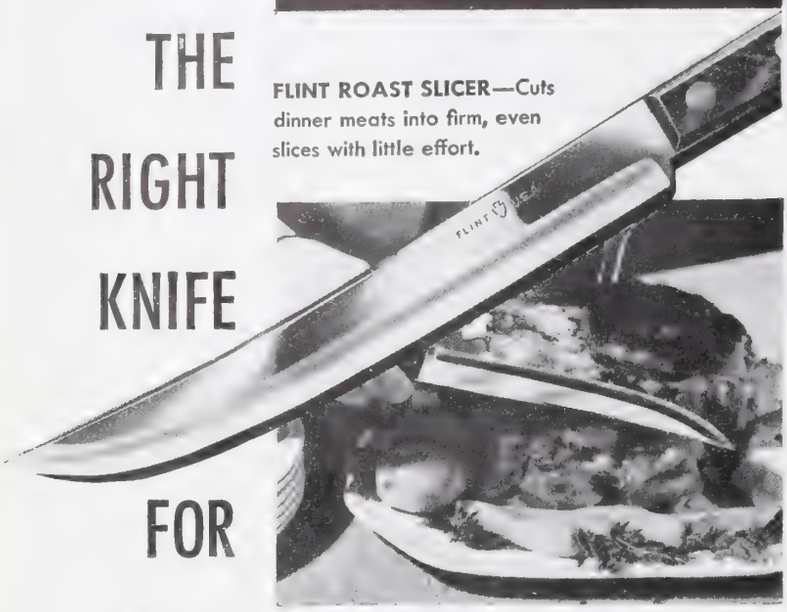
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CONTINUED FROM PRECEDING PAGE

houses of your town either removed from the residential districts or so improved architecturally and mechanically that they look well and emit little or no noise or smoke where you eat and play and sleep?

17. Are most of the citizens of your town employed at sufficient wages, all the year round, to insure a stable, prosperous community?

18. Have the decaying, run-down neighborhoods of your town been repaired or eliminated, so they do not constitute a continuous sanitary threat nor pull down the economic standing of your local government through non payment of taxes?

19. Is your tax situation everything it should be, with assessments fairly made on your house and property, and the burden distributed equitably among all the citizens of the town and county?

20. Is the air free from soot and fumes?

21. Is your town's industry being organized to employ the greatest number of people in the shortest space of time——after reconversion? Do you follow and participate in the activities of those organizations working for full employment after the war, such as your local Committee for Economic Development?

ALL these things are part of your larger housekeeping problem: the smooth functioning of your community which is, in reality, as much a part of your home as your own front lawn. Unless you can say "Yes" to all these questions—and few of us can—you cannot be satisfied with the immediate world in which you live. You will want to get to work to make it come up to standards which, although the highest in the world, must be still higher—after the war.

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TIPS on how to get started IMPROVING YOUR OWN TOWN

1 Get professional public relations men to plan and write your questionnaires, publicity releases, radio scripts. Publicity is a specialty. Knowing *how* to interest people is half the battle.

2 Use regular channels of information for reaching the people in your town. House organs and public meetings, except in those places where people are used to paying a lot of attention to them, won't do the job as well as newspapers, radio, and public speaking.

3 Have a paid office staff when your project gets rolling. Volunteers who have their living to make are not able to give it the time required for success. When volunteers, of necessity, neglect the job, interest dies down.

4 Make a concerted drive for community leaders' interest and support. As with fashion, there are dozens who play "follow the leader." The rest of the community will tag along if the leaders are in.

5 Have a time table. Don't try to examine and discuss all the problems at the same time. Take up the subjects your citizens are interested in most, in order of their interest, and hammer away on one thing at a time.

6 Encourage conflict; it is the stuff news is made of, and allowing full expression of everybody's opinion clears the air. More people will form opinions as to what they want and make an effort to get it, if they see a fight ahead.

PAPER does an important job in war production SAVE IT!

Avoid this winter's...

Chilly Chats



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Don't go through it again! If your home was chilly last winter—if you couldn't seem to get comfortable—do something about it right NOW. Balsam-Wool Sealed Insulation, laid in your attic, will step up *your comfort and step* down *your fuel bills—as much as 20%.*

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To assist us in giving you special information, please check: I am a home owner ☐, renter ☐, architect ☐, student ☐, contractor ☐.

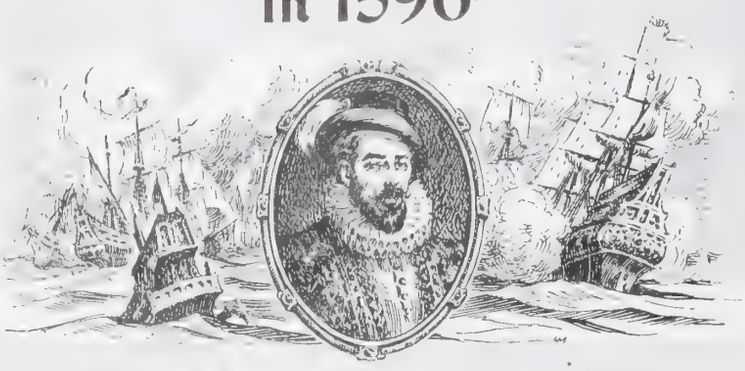
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Address .....

City ..... *State* .....



When *Raleigh* fought the Spaniards at Cadiz in 1596–



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Whatever the adventurous Sir Walter thought of the Spaniards as soldiers, he surely must have appreciated them as vintners. Since 1264, wines from the same vineyards which send us today's Merito have been famous in Europe. Through war and peace, for nearly seven hundred years, the ancestors of the Marques del Merito pressed their grapes and produced great wines. Even today these traditionally fine wines are available here in America —for your enjoyment.



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SHYLOCK HAS GONE OUT OF STYLE

CONTINUED FROM PAGE 85

corporates a great simplification, a reduction in redtape, and minimum costs for borrowing some extra money from the association some time along in the course of the loan. I have known many home-owners who were rightfully puzzled because they often had to go to another financing source to get money for repairing or remodeling, but postwar home builders will have, under the US Loan Plan, a much more common-sense way to get this money, from the source which financed the home in the first place, without wasting time, money, or shoe leather—not to mention the reduced wear-and-tear on the harassed home owner's spirit.

There are really fifteen so-called features of the US Loan Plan, not all of them new, because one or another or several of them together are in practice now by many of the savings and loan associations. This is, however, the first time that all these attempts to bring home-owner credit arrangements up to date have been bundled together in one plan so that the borrower can ask for that arrangement and get all the benefits. It would take a memorandum and an extra half hour's conversation with your credit institution to be sure that you got all these advantages in your own arrangements. But if the institution with which you are about to deal has the US Loan Plan on its shelves, you can simply ask for that and be sure you are getting the fifteen-in-one. (See outline of fifteen points, page 85.)

ADOPTION of the plan by the entire group of the 3,500 member associations of the United States Savings and Loan League (these institutions do a third of all the home-owner lending in the United States) will not come overnight. Its adoption, however, by 100 or 200 of them which have the prestige to set the pace for the business, is likely to be a matter of a few months only. There may even be additions to the model before the US Loan Plan is as common as the unadorned monthly repayment mortgage in a savings and loan association. But if there are additions, they will be in the direction of more, not less, concern for the borrower's rights and privileges. The proposal of this new plan marks a new era in relationships between home-owner borrowers and creditors.

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Once-Over-Lightly Does It

● It's as simple as that with Blind-X, the time and work-saving liquid cleaner. Recommended by leading Venetian Blind manufacturers.

● Removes dust, dirt and greasy film instantly. No washing — no rubbing. Harmless to the hands, non-inflammable. Cleans furniture and woodwork, too.

● Get a bottle today at your nearest Sherwin-Williams paint store, leading department or hardware store.

THE BLIND-X COMPANY
Minneapolis 8 Minnesota

Blind-x for VENETIAN BLINDS

HOW DO YOU KNOW IT'S A GOOD COLOR SCHEME?

CONTINUED FROM PAGE 76

Have I chosen too many colors?

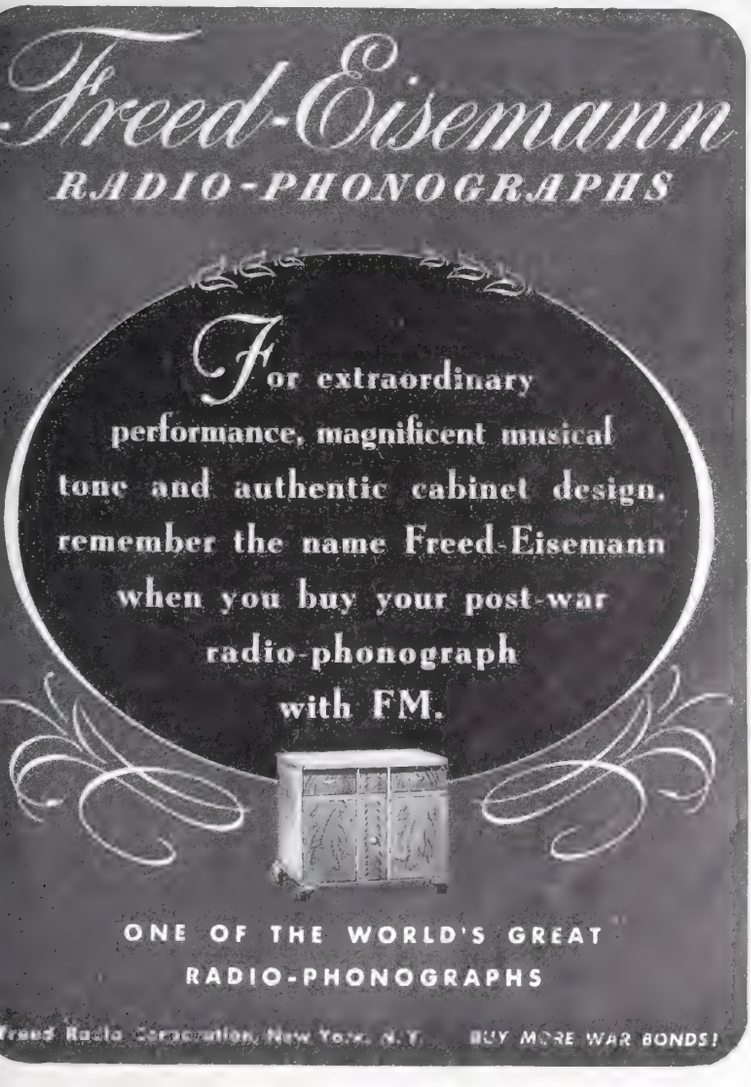
One major color, two minor colors, and one accent color are about as much as the average room can take without looking spotty. The major color is not necessarily the most intense color, but the one which is used in the greatest quantity, usually on the walls and sometimes on the floor. It may be repeated in the furnishings. The minor colors or combinations of them in stripes or floral patterns may upholster or slipcover the furniture or drape the windows. The accent color, usually the strongest color and always a sharp contrast, is used least—in lamps, accessories, trim. A little bit of this is plenty.

What will these colors do to my furniture?

Light colored slipcovers and upholstery will make your furniture look larger than it actually is. So will big, colorful patterns and vivid reds, pinks, and yellows. Conversely dark colors trim down the lines of armchairs and sofas and decrease their apparent size. In small rooms where you don't want to emphasize the bigness of your furniture, choose colors on the darker side. If they bear some relation to the wall color, so much the better, because strong contrasts between furniture and background make furniture look large. Remember white and pastel walls show up spots, stains, and shabbiness of furniture placed against them.

How much of each color shall I use?

Fundamentally, a color scheme is a question of proportion, but not always the same proportion, so there's no infallible, 1-2-3 rule for determining what amount of each color shall go into every room. Rooms vary and no two colors produce the same effect on your eye. A little bit of red, for instance, will go a much longer way visually than the same quantity of green. The same amount of black looks smaller than the same amount of white. Failing a foolproof recipe your best bet is to learn the basic facts about what different colors will do, and then apply them to your own color schemes.





Decoration built around the windows achieves the maximum effect, often "makes" a room. Hundreds of women in 44 states recently told us how — and why — they are planning to decorate with that fact in mind.

"Five Steps to Window Beauty" gives you the sum total of their thinking, in 20 interesting pages. It describes the use of Festoon Rings (favorite of 4 out of 10 women), Wood Cornices (which 3 out of 10 liked best), two types of Swinging Cranes, and Wood Pole Sets. It tells how to combine Traverse Draw Fixtures with various window schemes. And it gives you practical ideas that will save you time, money and disappointment.

The book is free, on request.

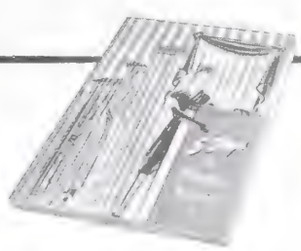
Some Judd Fixtures are still available at your dealer's. There will be other beauties, when Victory releases metals. Plan now . . . perhaps even redecorate now. See your dealer, or use the coupon. Get the facts, today.

H. L. JUDD COMPANY, Dept. HB-10
WALLINGFORD, CONN.

Please send me, "Five Steps to Window Beauty." FREE. Who is my Judd Dealer?_____

NAME:_____

ADDRESS:_____



JUDD
DRAPERY FIXTURES

VanRoy

SIGNET of Quality in Pipes

VAN ROY DUMONT $10

For those who can afford the best—for those who want the best they can afford ... He will be forever grateful for the uncommon satisfaction of owning and smoking a luxurious VanRoy pipe.

VanRoy Pipe Family—ARISTA...3.50 • BARD...5.00
COURIER...7.50 • DUMONT...10.00

VAN ROY COMPANY INC., EMPIRE STATE BUILDING, NEW YORK 1, N.Y.



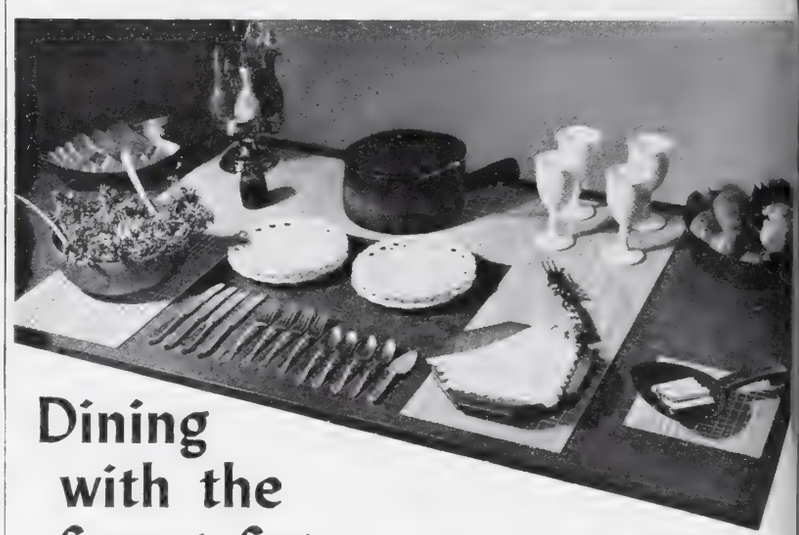
PAY YOUR 1944 DEBT TO YOUR GARDEN

If you had a bumper vegetable crop this year, it was only because you borrowed the "makings" from the soil. Now is the time to repay the loan and re-establish next year's credit

IT IS a tiresome truism that you get out of the soil only what you put into it, but the home gardener cannot afford to forget it, none the less. The earth is *not* an inexhaustible mine of minerals, vitamins, and test-tube what-nots handed to us on a platter by the vegetables we raise. The earth is, rather, a processing plant which transforms these raw materials into the green foods we eat. In the back yard this processing plant is laboring under the double handicap of limited space, leading to general congestion, and increasing lack of raw materials. To keep up a constant supply of good vegetables, year after year, a constant program of soil replenishment must be carried through, year after year.

Apart from water and air, there are two things yearly borrowed in large quantities from our soils that must be regularly restored: colloidal humus (the usable product formed by humus-making materials such as animal manures, compost, decomposed organic and plant matter of many sorts); food and other vital elements (the minerals

(*Continued on page* 136)



Dining with the Smart Set

Charm and convenience for a quick midnight buffet . . . or a formal dinner.

Truly a "*Smart Set*" for your table.

Gay and colorful in lovely opal glass . . . or formal in glittering mirrors . . . fashionable Flexglass Mats and Coasters are a delightful addition to any party.

Shining little rectangles of real glass firmly mounted on a flexible backing . . . they are alcohol and moisture-resistant.

Clean them merely by wiping with a damp cloth. No laundering!

And they can actually be rolled up and tucked away after use.

They'll be a welcome addition to your home . . . and once you've used them . . . you'll want them for hostess gifts.

Stocked at your favorite department store or gift shop.

Flexglass is jointly manufactured and marketed by the United States Plywood Corporation and The Mengel Company.

Flexglass
Place Mats and Coasters

UNITED STATES PLYWOOD CORPORATION
Flexglass Division 16 • 103 Park Avenue, New York 17, N.Y.



Rustling Romance in Pastel Taffeta!

Bower for a Lovely Lady! Romantic pastel shades of rustling Celanese* rayon taffeta, by Bloomcraft, for the bedroom of your dreams. Utterly exquisite and thoroughly feminine!

THE BEDSPREAD... the quilted top appliqued with bright chintz flowers and edged with a deep, solid-color ruffle. White with rose, green, or blue. Single or double size, $29.75 each.

MATCHING PILLOW SLIPS, $7.95 each.

DRESSING TABLE SKIRT, $9.95.

DRAPERIES, fully lined, 2¾ yards long and 44" wide, with a full 6" ruffle. $15.95 a pair.

*Reg. U. S. Pat. Off.

JOSEPH HORNE CO • PITTSBURGH

Millions WANT THEM!

You can be among the First to get a

NATIONAL Presto

REG. U. S. PAT. OFF

COOKER



Only the PRESTO COOKER has the **Patented HOMEC SEAL**

2 Steps to a perfect seal

1. Simply place the cover on the cooker

2. Then bring the handles together

A PRESTO Cooker saves natural food flavors and colors . . . enabling you to serve more attractive, delicious meals.

•

A PRESTO Cooker saves precious vitamins and minerals . . . giving added nourishment to your family.

•

A PRESTO Cooker saves up to 75% cooking time. . . . For example, it cooks peas in only 1 to 2 minutes; asparagus, beans, carrots, cauliflower in 2 to 3 minutes; potatoes in 8 to 15 minutes; a 4 pound pot roast in 40 minutes, etc.

•

A PRESTO Cooker saves money by saving fuel . . . combining short cooking time with low heat, a PRESTO Cooker cuts down fuel bills.

Here is sound advice for America's modern homemakers. Be among the first to get a new PRESTO Cooker. DO THIS: Tell your dealer that you want to be on his "preferred" list of PRESTO customers so that he can notify you just as soon as he receives his stock of these famous pressure saucepans.

You will want to enjoy and give your family the full benefits of PRESTO cooking just as soon as you can. From all indications, the demand for PRESTO Cookers will be far in excess of the manufacturer's ability to supply them in sufficient quantities for some time to come. So, stop in and see your dealer at once. Tell him that you want to be among the first to get a PRESTO Cooker. He will give your request every possible attention.

NATIONAL PRESSURE COOKER CO.
EAU CLAIRE, WISCONSIN

FREE! *Send for this interesting, valuable brochure "Your Best Kitchen Helper — a PRESTO Cooker." Use penny postal card or coupon — Address, PRESTO, Dept. 73, Eau Claire, Wis.*



FOR EXCELLENCE IN PRODUCTION



BUY WAR BONDS

PRESTO, Dept. 73, Eau Claire, Wis.
Please send FREE brochure "Your Best Kitchen Helper — a PRESTO Cooker."

Name _____

Address _____

City and State _____

Dealer _____

(If you want your dealer to notify you, when he has PRESTO Cookers in stock, please print name of store above.)



COURTESY OF HEINZ HOME INSTITUTE

SUNDAY BRUNCH with a SPECIAL FEATURE

Anyone who can make biscuits can glamorize breakfast with these Glazed Honey Nut Rolls

USE a favorite biscuit recipe or biscuit mix for these rolls. Pat dough ½" thick. Spread with ½ cup honey. Sprinkle with cinnamon, dot with 2 tablespoons butter, add raisins to your family's taste. Roll as for jelly roll. Cut in 1" pieces. Heat 1 tablespoon butter, ½ cup honey in baking pan (5 x 9 x 2) until butter is melted. Sprinkle ½ cup pecans in pan. Place rolls in mixture, cut side up. Bake in 425°F. oven 30 min. Serve the glazed side up. Watch them go.



Designed for Gracious Living and Built for Enduring Service

FURNITURE

NORTHERN FURNITURE CO.
MAKERS OF BEDROOM AND DINING ROOM FURNITURE

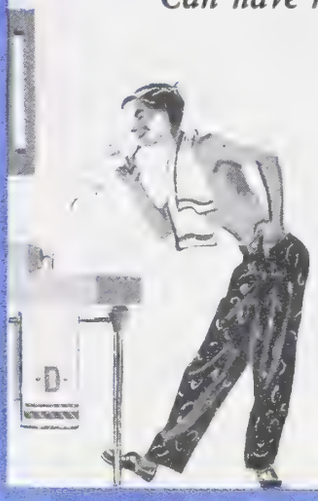
You are welcome to visit our showrooms in the following listed cities

Boston Cleveland Chicago Cincinnati Detroit Kansas City Milwaukee Minneapolis New York Philadelphia Pittsburgh Sheboygan St. Louis

For local address consult telephone book and please note that purchases may be made only through authorized dealers



Any morning brother Dave
Can have hot water for his shave!



DOESN'T IT GIVE you a "lift" to think about the wonderful things you'll have in your Gas-equipped home of tomorrow? Hot water, for instance. Thanks to your new automatic Gas water heating system, you'll have a "hot spring" on tap every hour of the day!

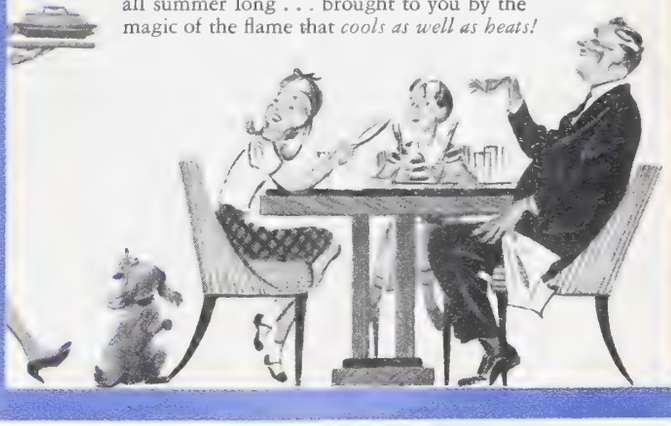
Now Mom's meals are all sublime
With half the work and half the time!

LOOK FORWARD to a new kind of kitchen . . . cooler, cleaner than you ever dreamed possible. To a new Certified Performance Gas range with such amazing fingertip controls it makes all your cooking easier. To a new Gas refrigerator — silent, trouble-free — that keeps *more* foods fresh *longer!*



No fuel to order . . . No fuel to store
The heat comes on . . . You worry no more!

DREAM UP YOUR CLIMATE . . . and your new Gas air-conditioning unit will do the rest. You can have balmy warmth in January, comfortable coolness all summer long . . . brought to you by the magic of the flame that *cools as well as heats!*



. . . This is the house that Gas runs!

IT'S ON ITS WAY to you . . . the house that's the last word in comfort and convenience . . . the house that Gas runs! Today, in the great laboratories of the Gas industry, engineers are searching, testing, developing, perfecting the ways in which the tiny blue Gas flame can best serve you.

TOMORROW, this flame will help make your house easier to manage, more fun to live in than any house you ever hoped for! Speed that day by conserving Gas for war production and investing in the future with every War Bond you can buy.

AMERICAN GAS ASSOCIATION

GAS

THE MAGIC FLAME THAT WILL BRIGHTEN YOUR FUTURE

Lifetime Home Insulation ...in a few hours!



REYNOLDS COTTON INSULATION

More efficient per inch thickness than any other insulation now available.

1. Government inspected, approved.
2. Fire-retardent & Water-repellent!
3. Easy to install. Fits any attic.
4. Safe! No harm to skin or clothing.
5. Featherlight! Unrolls like a rug.
6. Pays for itself in fuel savings!
7. Snowy-clean and Odorless! Repels rodents, vermin.
8. Resilient and flexible. Never packs or settles.
9. Lifelong investment.
10. Complete installation instructions packed with every carton.

Your Architect and Building Contractor are experts. Consult them about cotton insulation. Skilled insulation applicators are available to install Reynolds Cotton Insulation upon request.

Install Reynolds Cotton Insulation yourself . . . and permanently enjoy all-season comfort . . .

Don't blame your furnace for an enormous appetite... far too much of its precious heat escapes through your roof. If you had cotton in your attic, your furnace would keep you comfortably warm *on much less fuel!*

Anyone can insulate an attic easily, *in a few hours,* with Reynolds Cotton Insulation—the choice of the Army and Navy in over 200 war-housing projects from Alaska to Cuba! This amazing, snowy-light insulation is *now available to you!*

Any heating engineer will tell you that Reynolds Cotton Insulation is a lifetime investment in all-season comfort... takes the shiver out of winter and the swelter out of summer! It saves up to 30% fuel ...quickly *pays for itself!*

Enough insulation for an average size unfloored attic costs as little as $55. Ask any Reynolds Insulation dealer for an estimate. Only $5 monthly to pay. Get the *true facts* about home insulation, mail the coupon *today!*

REYNOLDS PROCESS COTTON INSULATION

REYNOLDS METALS COMPANY, Dept. D-4
Insulation Division, Richmond 19, Virginia
Mail me your free booklet: "Here Are The Answers To Your Questions About Home Insulation"

Name .....
Address .....
City ..... State .....
(Paste on a penny postal card and mail today!)

REYNOLDS COTTON INSULATION is manufactured to U. S. Dept. of Agriculture specifications. Sold from coast to coast by Firestone Stores & dealers under brand name of PARTEMP and by General Electric Supply dealers under the brand name of REYN-O-CELL

MAKE MINE PLAIN

CONTINUED FROM PAGE 82

leather that improves with use, like good liquor that is said to mellow with the years. If Modern is your dish, then see that the wood is good oak, or walnut, or mahogany that takes on a wonderful luminous sheen when used for a while. And omit the zebra stripes and lightning effects in the upholstery; they can be used in screens or draperies or wallpaper that are less expensive to change.

WHEN you have your house in its good basic dress, the fun begins. You are ready to assemble the costume jewelry to fit the mood and the season. There are two ways to accessorize your basically good pieces. Here they are; you can take your choice.

One of my friends, whose brother was an importer of Chinese art, has twelve complete sets of prints, bowls, ashtrays, and rugs for her home, each in a different color scheme, each breath-takingly beautiful. And once a month the set that has been in use is carefully stored away and a new set dusted off and put into place. It's always fun to go to her house.

There is a congressman's secr tary in Washington who conce trates her decorating on the top her miniature upright piano. Plac at angles on a lace cover are the decorative valentines she h received for the past several yea Occasionally one gets damag when the maid gets too viole with her feather duster. But th stay there, even with broken hear

Somewhere between these tv housekeepers is a right balanc Maybe you've been collecting pe ter. Put it on those shelves eve household should have in strateg places. Take the lids off some the tea pots and fill them wi bright colored flowers. Use t goblets for cigarette holders.

But not for too long. Look the cupboard where you keep yo vases. Get them all out and s what kind of decorative effect y can get with them. Hang up so of your best plates and trays place of pictures. If you own Liberty of London or a piece floral chintz hang it over a boo case or a table.

The trick is never to leave an

(*Continued on page* 128)



A TOAST TO GOOD TASTE

• After war is done, a good many good fellows will have good reason to get together. Perhaps you've thought of an inviting nook in which to welcome home your own particular veterans.

• Perhaps, too, you've considered using the Western Pines*. . . themselves veterans in the art of bringing friendly warmth and charm into the home.

• Of course, most home building and remodeling can't begin until Victory. But thinking ahead and planning are right in vogue. And few picture books will give you more fascinating ideas than "Western Pine Camera Views." Your own copy is free for the asking. Address Western Pine Association, Dept. 184-H, Yeon Bldg., Portland 4, Oregon

*Idaho White Pine *Ponderosa Pine *Sugar Pine

THESE ARE THE WESTERN PINES

When I am my Gunner's Mate



When a certain gunner in Uncle Sam's Navy comes home to marry me—and stay—I'm going to need the very best appliances and housewares! Things will have to be right for that man. Home spic-and-span as a cruiser's deck, food cooked to beat the fleet. So I'm using the "U" Plan for "V" Day. Here's how it works: . . . **(1)** Check on this page the Universal housewares you will need . . . **(2)** Add up the estimated values you decide upon . . . **(3)** Put that sum into War Bonds . . . **(4)** Take the check list to your local dealer today and ask him to put you on his priority list.

You make no down payment, you're under no obligation! But you do put yourself in line among the lucky "firsts" to get Universal products after Victory! *Send for the "U" Plan for "V" Day Booklet which gives added details—write to Dept. HB,*





LANDERS, FRARY & CLARK
NEW BRITAIN, CONNECTICUT

CHECK UNIVERSAL APPLIANCES AND HOUSEWARES HERE!

UNIVERSAL APPLIANCES AND HOUSEWARES	1941 PRICE RANGE (APPROXIMATE)	ESTIMATED COST
Electric Ranges	$94.95—279.95	$.....
Water Heaters	74.00—123.00	.....
Washers	54.95—134.95	.....
Ironers	34.95—104.95	.....
Bag Type Vacuum Cleaners	29.95— 59.95	.....
Tank Type Vacuum Cleaners	59.95— 69.95	.....
Hand Vacuum Cleaners	14.45— 19.95	.....
Landers "Open Top" Carpet Sweepers	3.95— 7.95	.....
Irons	3.95— 9.95	.....
Toasters	3.95— 14.95	.....
Percolators	6.95— 14.95	.....
Mixers	24.95— 27.95	.....
Waffle Irons	6.95— 10.95	.....
Sandwich Grills	7.95— 12.50	.....
Heating Pads	3.95— 8.95	.....
Hot Plates	3.95— 10.95	.....
Portable Heaters	6.95— 10.95	.....
Ovens	27.95— 44.95	.....
Kitchen Cutlery	10— 3.50 PER SET	.....
Carving Sets	2.95— 14.95 PER SET	.....
Table Knives and Forks	3.95— 19.95 PER SET	.....
Food and Meat Choppers	1.95— 3.25	.....
Vacuum Bottles	1.15— 4.00 ea.	.....
Picnic Sets	4.50— 9.95	.....
Pitcher Sets	6.95—15.95	.....
Lunch Kits	1.95— 2.95	.....
Household Scales	1.75— 4.95	.....
Pressure Cookers		.....
Fruit Juicers	3.25— 5.95	.....
Stove Percolators	2.95— 6.95	.....
	TOTAL	$.....



BUY MORE WAR BONDS!

Check here the Universal appliances you've dreamed of owning. Put their estimated value into War Bonds—then after Victory, you can stop dreaming and start owning!

UNIVERSAL

Just Naturally Delicious!

"DRY" grapes from non-irrigated vineyards give I. V. C. wines that extra delicious flavor.

Naturally, these non-irrigated "DRY" grapes of ours grow smaller, but the precious juices are more luscious . . . just naturally richer.



IVC

WINES

BOTTLED AT THE WINERY

Since 1883, these rare California wines have been bottled at the winery. Now, *eighteen* different I.V.C. Gold Medal wines are pressed and bottled for your pleasure . . . here in the Cucamonga Valley at the World's largest vineyard. Distributed solely by Canada Dry Ginger Ale, Inc., New York, N. Y.

BUY UNITED STATES WAR BONDS AND STAMPS

MAKE MINE PLAIN

CONTINUED FROM PAGE 126

thing hanging till it seems commonplace. Immutability is the soul of dullness. This, of course, has no reference to where you keep your husband's pipe or slippers, but they are not in the category of trimmings.

Most people who collect bottles or pitchers make the mistake of crowding them all into one overburdened window. They lend themselves to a thousand ways of display—in pairs, as book ends, on high or low book shelves, and even in bathrooms.

FLOWERS in unexpected containers—your gravy boat, a brass box, the vinegar cruet or an earthen cooking dish—are just as decorative as something you might paint on a chair and not nearly so permanent.

Yes, you are saying, but what about us? We like to collect old things, to make them over to fit our houses. So do I! In a junk yard we found a wonderfully carved piece of wood, just the thing to put a dramatic touch to our ceiling-high fireplace of orangy old brick. We took off five coats of red paint somebody had desecrated it with, and finally reached a piece of oak of perfect grain. Most of the really old furniture you buy or drag out of Cousin Martha's attic is of wood that it would be impossible to match today.

A woman in the Middle West toured her state a few years ago buying every square piano she could find. Now they are skillfully used all over her house, a dining table, cut in two for corner tables, legs shortened for coffee tables, and each one scintillates—a perfect foil for any frippery with which she chooses to adorn them.

But she would cringe at the thought of painting a garland of hearts and roses on them. She knows the value of keeping them plain and simple.

Let's all try simplicity for a while. It will ward off neuroses!

★

INVEST IN THE FUTURE!

BUY WAR BONDS

★

Ageless Beauty



Archt., Willis Mills, New York City

for your home!

Cabot's Shingle Stains enhance the natural loveliness of wood—create beauty that *grows* through the years—give homes lasting protection. Cabot's fine-quality stains come in brilliant colors as well as the effective weathering grays and browns—cost less than half as much as good paints yet give maximum protection and beauty.

FREE BOOKLET. Send today for your copy of "Stained Houses". Contains full information. Samuel Cabot, Inc., 1234 Oliver Bldg., Boston 9, Mass.

Cabot's SHINGLE STAINS

CREOSOTE HEAVY-BODIED

CHELSEA

A STANDARD OF ACCURACY SINCE 1886



This Chelsea "Corona" will be available soon after the war is won.

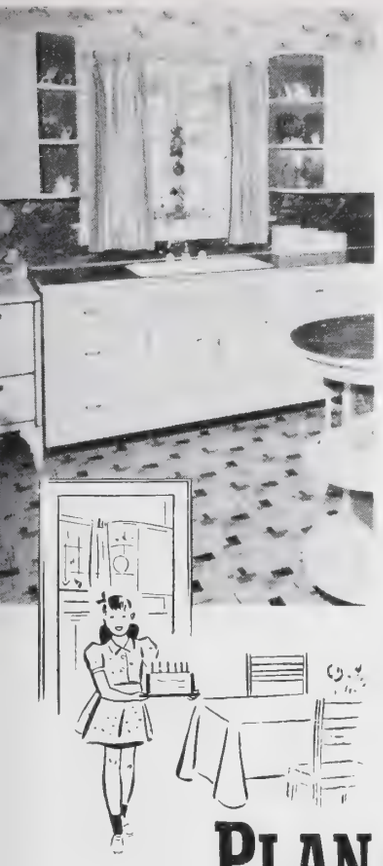
In planning to buy a clock, remember two things—*first*, no Chelsea Clock has ever worn out; *second*, Chelsea's craftsmen have remained clockmakers *exclusively*, making the same clock movements now for war that they once again will make for peace.

ARMY E NAVY

BUY WAR BONDS

CHELSEA CLOCK COMPANY

360 Everett Ave., Chelsea 50, Mass.



PLAN
a more convenient KITCHEN with this postwar idea book!

It's so easy to plan a delightful, tep-saving kitchen when you use this 32-page idea book "The New Open House." Here are photographs and diagrams showing you how to create nore convenience, more charm, with loors, windows and woodwork of durable, toxic-treated Ponderosa Pine! But "The New Open House" doesn't top at kitchens! It shows you how to nave more livable living rooms . . . nore charming bedrooms . . . more useful dining rooms! It tells you how o save money by using stock doors nd window designs and also add to our home's value. It's fun to plan our home-to-be when you use "The New Open House." Mail the coupon nd 10c for your copy today.

Ponderosa Pine WOODWORK



SEND ONLY TEN CENTS FOR THIS STOREHOUSE OF IDEAS

If you plan to build a new home or remodel your present one in the postwar period, "The New Open House" is a must. Only ten cents brings you this source of inspiration and ideas. Mail the coupon.

PONDEROSA PINE WOODWORK
Dept. Z HB-10, 111 W. Washington Street
Chicago 2, Illinois

Please send me a copy of "The New Open House." I enclose 10 cents.

Name.....

Address.....

City.....State.....

THE BEST IS YOURS—WITH PINE

THOSE BLOOMING HOUSE PLANTS

CONTINUED FROM PAGE 88

house. Let the florist keep them out of draughts and supply the proper temperature and humidity. Let him protect them from fumes from the gas stove and smoke from cigarettes. They will be much healthier in the spring than if they had been under my exasperated ministrations. Don't parents—if they can—send their children off to boarding school? They say, "It is so much better for the children." Well, a winter session at the nurseryman's will prove better for house plants. If the rooms look a trifle bare, I shall buy some of those really charmingly made paper dogwood sprays that won't have to be watered. Or some of those exquisitely designed wax cyclamens that won't rot, and whose corms don't have to be dried and dusted with sulphur. Or a pair of Mexican tin containers holding tall, glittering, stylistic something or other that won't have to be pruned. I won't make even one arrangement of dried grasses, Chinese Lantern and Honesty and Everlasting to remind me that shortly I must begin planting these old standbys. I shan't paint any gourds or string any red peppers to garland the kitchen. If I must see and touch and smell a fresh flower, I shall take the money I would otherwise invest in a new long-nosed watering pot and special plant food and buy a box of carnations or roses, a gardenia, or even an orchid.

THERE—that's all settled. No more white rings on the table tops where the maidenhair fern, despite all precautions, left its dampened mark. No more little pink *Impatiens* flowers falling and staining the white sill of my bathroom window. No more cactus on the balustrade of the stair, maliciously letting fly barbs and thorns to lodge in my arms and legs. The whole caboodle will be trundled off and I shan't think of them again until the birds return. Birds and flowers should come back together.

How deliciously empty and composed the living room is! And the dining room and the study. Not a green leaf to tempt me from my writing: not a curiously deformed one to send me flying for the garden encyclopedia and insecticide. How much more sun comes through the windows uncluttered by climbing smilax and lollygog tuberous begonias! For a blessed period the

(Continued on next page)



Mrs. Virgie Wooley, Sponsored by Nashua's popular Panda.

"What has she got that most girls haven't got?" *grumbled Mrs. Nashua Panda*

"A better knowledge of blanket values for one thing!" said Virgie Wooley sweetly, "Just think what priceless experience in buying things for the home these WACS, WAVES, SPARS and MARINES are getting?"

"H'm! That's a fact!" said Mrs. Panda, "and thousands of women in the services are learning how wonderful your Welwyn Virgin Wool Blankets are! And so are a few women here at home."

* * *

If your present blankets are completely worn out, or if you seek an especially appropriate wedding gift, ask for Welwyn Virgin Wool Blankets at the better stores. We are spreading each month's limited output as fairly as we can to give each store a few.

Otherwise, put your money into War Bonds and buy Nashua's Welwyn Blankets later.

Awarded to the Men and Women of all our Mills for Excellence in War Production

Nashua Mfg. Co.
Incorporated 1823
40 Worth St., New York 13, N. Y.



Marlboro
America's Luxury Cigarette

ONLY IN MARLBORO
Cigarettes can an extra penny or two make **such a difference in the day's enjoyment!** *Superb* tobaccos... magnificently blended. *Why not* **TRY** *Marlboros?*

Plain Ends... Ivory Tips . . . Beauty Tips (red)



Cigarette of successful men, and lovely women

CONTINUED FROM PRECEDING PAGE

aphids will cease to trouble and the mealy bugs will be at rest.

I step outside to where the potted plants are waiting for me to carry them into the house and explain that they are going to a nice cool (not too cool), warm (not too warm), sunny (not too sunny), humid (not too humid) atmosphere where they will be healthy and happy all winter long. Their figures will be slimmed down or filled out as their individual needs require. No kittens will chew their tender buds; no careless men stick cigarette stubs in the loosened soil about their roots. They will have a beautiful winter and so shall I.

The plants—after all they don't look so straggly—listen to me in astonishment. They don't believe I'll do any such thing as send them away. They are smiling behind their leaves. But I will, as sure as shooting. I have made all the arrangements with the greenhouse man and he is coming this very afternoon.

A leaf is turning yellow on the geranium, and I pick it off. It is the mother of all the geraniums I have had for many years. The blossom is pure coral, a hue which is heightened by the blue-green walls of the dining room. Perhaps the color of the walls is intensified by the coral. As a matter of fact, the chintz in the dining room picks up precisely these tints.

I don't see why I shouldn't keep just one geranium through the winter. It's nothing to take care of one geranium. It's the most undemanding occupant of a window sill, laughing off little neglects and an occasional thirst. When you turn it around, it obligingly thrusts out new shoots and leaves and holds its symmetry. And that coral blossom has always been a pet of mine. I believe I'll keep that one geranium.

I LIFT it up and carry it into the house and scrub the pot until it is as neat as a pin. There you are, mother, you needn't go to the greenhouse if you don't want to. She looks quite pleased to be in her familiar winter spot — quite pleased but a little lonesome. Well, if a couple of your offspring on either side will make you feel better, here they are. Is that cosier? She seems to think so, and the blue-green walls of the dining room seem greener and bluer. Oh well, why not the whole window sill? A row of geraniums is really as

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sy to care for as one solitary lant rattling around by itself. The *Impatiens* lifts its bland tle face and practically holds out shining little leaves. It's ready r a bounce into my arms and a cking into its accustomed place. h shucks, you're a good little aby. Come along. Well—here e go.

I rather hate to part with that serene and flawless gardenia. I wonder how many of those buds will open? The daphne looks a trifle listless. It really ought to be nursed a bit. And I don't believe the florist will keep his promise to wash the leaves of the rubber plant with milk. . . .

All the plants are in the house. I must telephone the greenhouse man not to come.

ON MAKING CULINARY HISTORY

CONTINUED FROM PAGE 79

id flatly, with royal approval, of urse. "It is a needless complica- on . . . useless profusion . . . ad- tional trouble. . . ." And in his opious collection of Bills of are, adapted to every season," hich he gave at the end of his ook, he proved his point again.

Here is one of his simplified enus, served to Her Majesty in ctober, about a hundred years go. The first course, or section. nsisted of two soups, a purée peas and a consommé with acaroni; turbot with lobster uce and smelts with Hollandaise; let of beef with a Poivrade sauce d pheasants a la Financière; and en only six entrées. These, to ep the record straight, were sweetbreads with tomatoes, a fricassee of chicken à la Villeroy, a carbonnade of mutton à la Macedoine, shoulders of hare in wine sauce, filets of sole with oysters, and squab-chicken with rice.

After a pause, which in Elizabeth's time would have been filled by jugglers or a parade of "set pieces" from the pastry kitchen, but in Victoria's was probably distinguished by a heavily digestive silence, the second course began.

First came two roasts of field larks and young turkey, and then a soufflé with crisp wafers. After that came the main part, the "entremets"; stuffed artichokes, salsifis à l'Espagnole, a fancily deco-

(*Continued on next page*)



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CONTINUED FROM PRECEDING PAGE

rated pineapple jelly, apple tarts, an almond-paste pudding, and cream-cakes. That was the end of the meal . . . except that as at all of Her Majesty's dinners there was a "side-board" of roast beef, roast mutton, hashed venison, and a risotto.

Sweet champagne, which Francatelli told the English firmly was not good during the first course ("There is a natural repulsion between this wine and savoury dishes.") was served with the entremets, and the diners made out as best they could with fortified wines, Burgundies, and clarets until it arrived.

When the Queen finally arose, her guests, too, struggled to their feet, and followed her with carefully stifled regrets into the parlor, where they looked at books of edifying pictures and tried not to think of the port that might, perhaps, have acted as a kindly stomachic, and would certainly have comforted their bilious minds. . . . And at that, Francatelli had saved them from a dinner even longer, richer, more fantastic, by his stern "simplification."

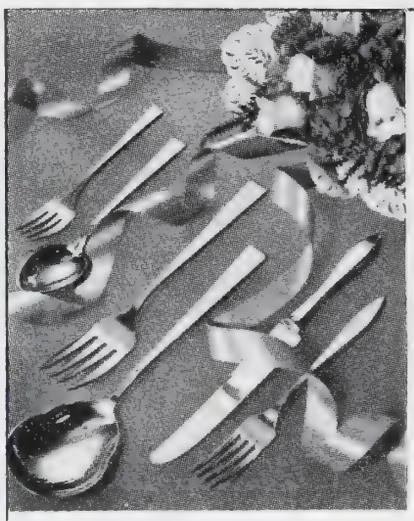
The Victorians, perhaps, did not thank him for his Copious Collection of Bills of Fare in 1846, but I do now, in 1944. They nourish me with amusement and admiration and a profound thanksgiving, and in their honor I, too, shall start my own list of menus, which I've been meaning to do for years. On October 24, the day Victoria sat down to pea soup and consommé with macaroni, I shall open my Copious Collection as follows, for a list of non-royal but carefully chosen intimates:

Her Majesty's Dinner

Oysters
Buttered Pumpernickel
Baked Beans
Boston Brown Bread
Celery
Mint Sauce
Baked Apples Frozen Cream

A good ale can follow at its will from start to finish, although, to quote somebody or other, "Baked beans ain't a drinkin' dish."

The oysters should be lying, passively, but still very much alive, on their own shells. If this is impossible, have them very cold, drained well, and then wrapped lightly in a blanket made of one part mayonnaise to two or three of spicy tomato sauce, with fresh horseradish added to your taste. And serve them, no matter what their style, with the thinnest pos-



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ble slices of the darkest pumpernickel you can find—preferably vo or three days old, and covered venly with sweet butter into which ou have beaten the grated peel of ne lemon per quarter-pound. (Her Majesty is off to a good start.)

A pot of baked beans must, by radition and aesthetic necessity, e large, fragrant, red hot, and nticing. In the same way, it must e accompanied by sound slices of oston brown bread. A bowl of rling celery stalks, made even nderer by adding a little sugar the water in which they've stood r an hour, will serve as foil for ne richness of the beans . . . and nen, as a complete upsetting of l tradition, if not aesthetics, have int sauce to shock the hardiest ew Englander. (Her Majesty coils, sniffs, tastes once with regal ution . . . and then swears that ever again will she swallow a ngle bean without this curious lip, this exotic douse of the punnt volatile juice. . . .)

Mint sauce is most easily made y bringing one cup of vinegar and vo tablespoons of brown sugar a boil, tossing in one scant cup chopped mint leaves, covering ghtly, and letting cool. It can be rained or not. (Her Majesty prers it *not*.)

As for the beans, here is the best recipe I know. It fills the house for hours with an increasing provocation of fine smells . . . and probably the reason it is better than any other rule is the last hint of bacon drippings—once a family secret.

Baked Beans
(Fit for Queens)

1 quart navy beans
1 pound or less salt pork
2 onions, finely chopped
1 tablespoon salt
1 tablespoon mustard
5 tablespoons dark molasses or sorghum
5 tablespoons brown sugar
2 cups boiling water
2 tablespoons hot bacon drippings

Soak beans overnight in cold water. In morning bring to a boil and let simmer gently until the skins burst when blown upon. Drain and put in large earthenware pot or casserole. Scald the salt pork, cut slashes in the rind about a half inch apart and bury it in the center of the beans with just the rind showing. Mix onions, spices, molasses and sugar in boiling water and pour over beans. Add enough boiling water to cover thoroughly. Cover the pot and bake in slow oven until evening (325° F. for 12 hours is best). An hour before dinner remove cover and pour melted drippings drop by drop over the top, to help form a fine crust.

(*Continued on next page*)



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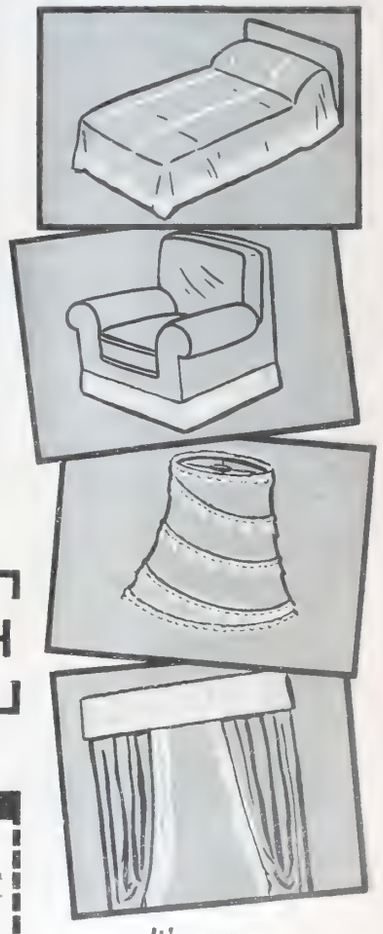
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CONTINUED FROM PRECEDING PAGE

Baked Apples

Baked apples are simple. They can be in the oven with the beans, and at dessert-time should be almost cool. They should be baked in their skins, with the cored centers filled with butter and cinnamon and brown sugar, or plum-and-nut conserve, or mincemeat even, and then served with frozen cream.

Frozen Cream

Frozen cream is just that, and its puritanical chill, its austere lack of any flavor but its own, make it perfect with the pungent apples, after all the rich brown flavors of the meal. It should be whipped a little and then put in the freezing tray, and beaten about twice before it is served. It will melt fast on the apples . . . and by the time Her Majesty has tipped her dessert plate vulgarly for the last lick, she will be able to say for once, "We *are* amused . . ."

IS MUSICAL POPULARITY A FALLACY?

CONTINUED FROM PAGE 90

Jascha Heifetz

A child prodigy, a pupil of the famous Leopold Auer, he has grown up to be the most elegant and aristocratic of violinists. His tone is of extraordinary purity, his musicianship magnificent, his technique effortless. He made his American debut in 1917, and has confined most of his playing to this country since then.

Vladimir Horowitz

Another Russian, tall, thin, with a long pale face, highly nervous in manner. He started his American career by being hailed as a glittering technician. He became ill in 1933 and retired for five years. When he emerged again into concert life, his playing had so deepened that he is today among the most profound of the pianists. He is married to Toscanini's daughter.

Paul Robeson

He has just finished the longest run that *Othello* ever had in New York. But when he is singing, he needs only to hang out the shingle to fill the house weeks in advance. Robeson was born in Princeton, the son of a Methodist minister. He is a graduate of Rutgers University, a Phi Beta Kappa. He was also a notable football player.

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Marian Anderson

Marian Anderson began to sing at the age of six in a church choir. In 1925 she competed with three hundred singers to sing at the Lewisohn Stadium. She then went to Europe to study and was awarded the Julius Rosenwald scholarship for further study abroad. In 1935 she sang in Salzburg, where Toscanini hailed her voice as "one heard only in a hundred years." She has appeared in Russia, Scandinavia, and Egypt.

Lily Pons and André Kostelanetz

The wife a singer, the husband a conductor—that combination is not unprecedented in music. At the Metropolitan, the first Aïda was sung by a soprano named Herbert-Forster, whose husband was then playing the cello in the pit and later became quite a well known conductor and composer: his name was Victor Herbert. Pons is one of the Met's most popular stars. She is also an effective denial that opera stars have to be either ugly or fat. "Kosti" is a small, stout, baldish man with quiet manners but firm beliefs. His fame rests chiefly on his lush arrangements on the radio, though recently he has conducted some of our leading symphony orchestras. Together at Grant Park in Chicago, the pair once drew an audience of 300,000.

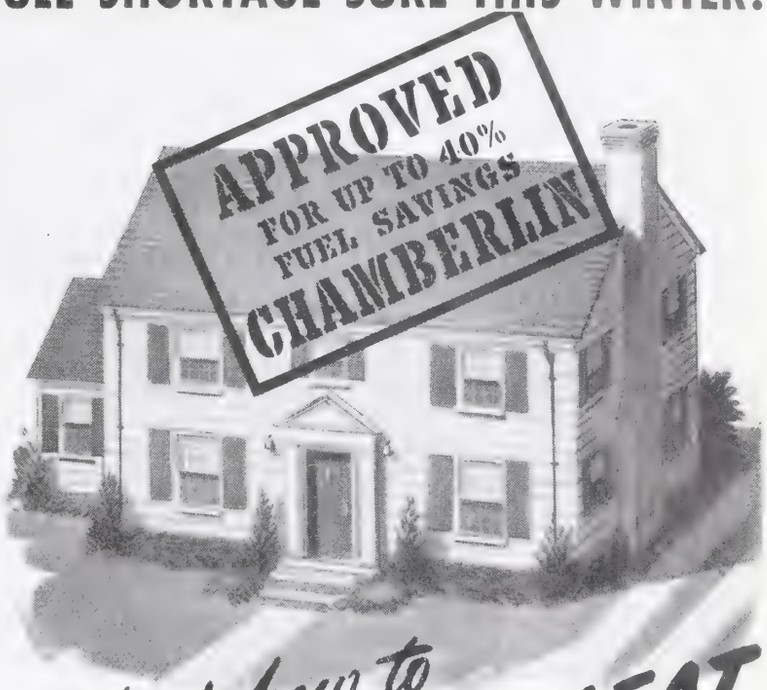
THEY BUILT THEIR HOUSE WEEK ENDS

CONTINUED FROM PAGE 99

laying brick terraces, cutting down trees, clearing underbrush, mixing cement. They designed kitchen cabinets. They wallpapered walls. They did many jobs which the experts could have done better and more quickly, like laying asphalt tile in the bathroom floor, which their lack of experience made an excessively tedious job. Many things they did had to be re-done because of inexperience, and they don't recommend their trial-and-error method to others, even though they wouldn't trade the experience for a ready-to-walk-in house.

Ultimately the Czeislers acquired a smooth, efficient home, completely professional-looking, but they admit that they could have avoided many headaches and backaches if they had moved more cautiously, studied needs and desires more carefully before translating them into actualities, and let the experts perform the tasks most amateurs aren't qualified by knowledge or experience to attempt.

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PAY YOUR 1944 DEBT TO YOUR GARDEN

CONTINUED FROM PAGE 122

and vitamins contained in complete fertilizers). The latter we buy, in package form, to a considerable extent. The former we either buy or produce ourselves for the purpose. But bought or home-produced, they are vital to the continued productivity of the soil.

Animal manures are tops for the conditioning and, to some extent, fertilizing of garden soils. But they are costly these days, and hard to come by. Such organic humus making materials as peat moss are good conditioners but costly in desired amounts. Compost is ideal, but scarcely to be manufactured in sufficient amounts by the average back-yard gardener. The logical supplement to all is "green manure," or cover crops, sown in the fall and plowed or spaded under in either late fall or early spring. (The man sketched beside the title of this article is sowing a fall cover crop with the easy figure-8 motion which, with a little practice, lays the seed evenly.)

"Green manuring" is something which every backyard food gardener can and should practice. He should also, of course, make all possible use of compost, and animal manure if he can get it at a reasonable cost. But green manures not only are inexpensive, but they may serve a three-fold purpose: supplement the organic content of the soil as they decompose on being plowed under; prevent sloping land from washing by tying it together with their roots; take up and hold, safe from the leaching action of rain, frost, and snow, the food elements present at season's end in the growing levels of the soil.

THERE are several good ways to handle cover crops in a small garden (where conventional crop rotation is impractical). I'll outline them arbitrarily in the order of my personal preference, since I've tried all of them (and more) on my 2,500-sq.-ft. patch.

METHOD I. After most of the tender crops are pulled out, and at the final cultivation of the rest (say the first week in October on Long Island), loosen the soil surface with an iron rake, broadcast about 10 lbs. (not the usually recommended 3 or 4 lbs.) of Winter or Rosen Rye over the whole area, standing crops and all, then rake again. By mid-November, when virtually all crops are harvested or





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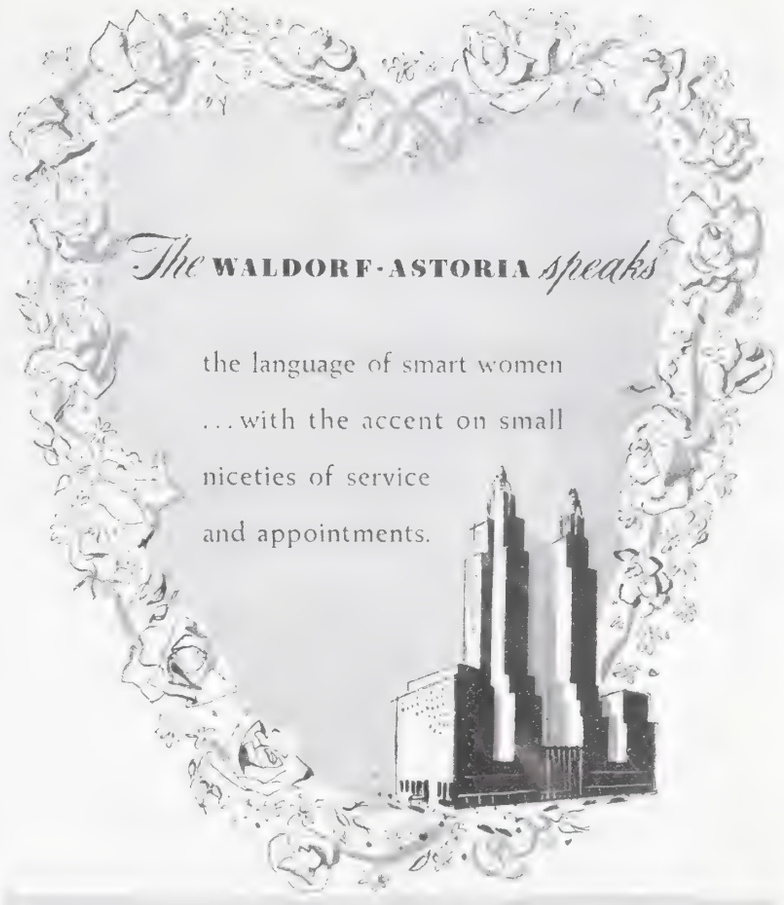
removed to storage pits or bins, a close stand of rye, several inches high, will have developed. On this, if the cost does not exceed $6 a yard, it is practical to distribute at least 1 yard per 1,000 ft. of reasonably rotted cow or other animal manure and about 50 lbs. per 1,000 ft. of superphosphate. (Ground limestone may be added if early tests have shown acidity is creeping up.) Then the whole area is spaded by hand (it will take a healthy gardener about 3 hours to do 1,000 ft.) and the clods or spits, completely overturned, are left rough and unbroken. Come winter, the rough clods will freeze, thus checking erosion, and, as the frosts come and go, many insect eggs will be destroyed, the upturned rye roots will be partly torn. In early spring such cold weather crops as garden peas may be sown after simply leveling the desired area with a rake. But if possible, the whole area should first be gone over with a rotary tiller (a hand forking, well executed will do) to chop up and mix thoroughly to a depth of 8″ to 10″ the whole growing layer. Then a simple "fining" with a rake will make a smooth seed bed. This fining may work in a complete plant food, in amounts approximating 40 lbs. per 1,000 ft., or fertilizing may be done either as rows are planted, or later, when the ground warms, by side dressing the rows.

METHOD 2. Sow rye as before, but leave it all winter, plowing under in early spring, with or without manure, but with fertilizer.

METHOD 3. Sow rye, about 3 lbs. per 1,000 ft., between rows in mid-September, raking it into the surface. Turn this under in late October, with or without manure, and superphosphate, but with a light fertilizer application, then rake and sow again, with at least 5 lbs. per 1,000 ft. Leave this crop of rye till spring. It will make growth virtually till the ground freezes hard, will resume growth under late winter snows. Then, of course, plow or spade before spring vegetables are sown.

Apply compost with or instead of manure, but always just before turning the ground over. If fresh manure is the only manure you can get, apply it to the frozen ground in early or late winter, letting the elements age it before turning it under.

Whatever system you choose, *make* it a system. Check your results from season to season. And see to it that your credit with the land remains good. R. B.



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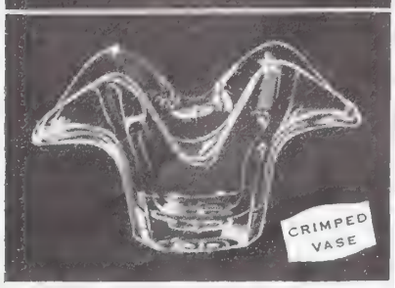
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How to PARTY-IZE baker's bread

Even people who consistently refuse seconds will be back for more when bread is served thusly

IF YOU'RE tired of serving French bread or the usual rolls and muffins at your buffet suppers, why not party-ize just an ordinary loaf of bread? Cut a loaf of your local baker's bread (it must be fresh and fairly moist) in slices ½ to ¾ inch thick. But wait a minute, don't cut all the way through the loaf—just to within an inch of the bottom. Spread both sides of each piece and the top and sides of the loaf with a seasoned butter spread. If your group goes for garlic, chop up some in the softened butter. Or put a generous amount of celery salt in the butter. Bake in a moderate oven (350° F.) about 20 minutes or until loaf is evenly brown and crusty.

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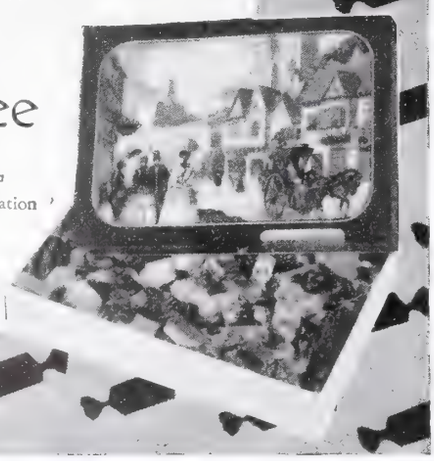


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PANTRY SHELF NEWS

If your family has a habit of arriving home with unannounced guests, you can always greet them warmly if your larder is stocked with such foods as these

By Florence Paine

If most of your meals this summer were contrived from the stocks on your pantry shelf, the cupboard is looking pretty bare right now. So take inventory; fill in the gaps.

A trio of fruit syrups is a handy thing to have around for youngsters with thirsty throats. When the milk supply is low, orange, lemon, and papaya syrups *combined* will produce a drink that's nutritious and satisfying, and won't dip into your



sugar at all. The syrups are made from the fresh fruit, to which sugar and a preservative have been added. There are no complicated directions to follow. Just add about five parts of water to one part of the syrup. We tried the lemon syrup, in place of real lemon juice, in a daiquiri, and never concocted a cocktail that was received more eloquently. Par Orangeade Syrup, Par Lemmy, and Vanti Pa-Pi-A sell for around 55¢ a pint each. From Par Beverage Corp., Coral Gables, Fla. At Kubie's, New York City.

Another sugar saver is Rockwood Bits, those chocolate nubbins that everyone is so pleased to encounter in a cooky. You probably know them well for cooky making, but

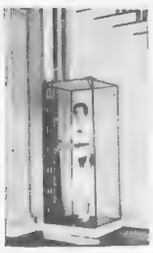


did you know they'd make a super chocolate sauce without a speck of sugar? Melt a box of the bits



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Residence Elevators

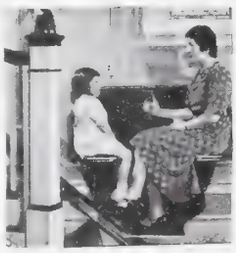


"Elevette"
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This Company has cheerfully accepted the restrictions necessitated by War requirements. Now, owing to the changed outlook, these restrictions are gradually being lifted and in line with Post-War planning, we deem it patriotic to prepare for resumption of the manufacture of new INCLIN-ATORS and "Elevettes". We therefore welcome inquiries from persons urgently needing elevator service in their home.

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in the top of a double boiler with half a cup of coffee (or milk or water, if you prefer). Stir until smooth. In a matter of minutes you can party-ize a simple cake, custard or any dessert you may want to give extra goodness. From Rockwood & Co., Brooklyn, N. Y. At grocery stores.

Maybe you just pick up a piece of fruit for lunch when you're alone, but you wouldn't offer such light fare to a surprise visitor. On occasions when you have a twosome for lunch or dinner, Dorset's Ham à la King makes a quick entrée. Nice chunks of ham are scattered



through a sauce that's as unexpectedly good as your guest's banter. Yes, you'll taste mushrooms, green peppers, peas, and, lo, the unmistakable goodness which a dash of sherry brings. About 55¢ for 11½ ounces. From Dorset Foods, Ltd., Long Island City. At Hammacher Schlemmer, New York.

Cheese dishes are almost universally popular, so if you can't keep a cut of cheese in the refrigerator without forfeiting too many points, you can put several jars of cheese rarebit in the closet! One we like



particularly comes from Maison Glass, New York, and tastes as good as if you'd compounded it yourself, probably because it's made of whole milk and cured Cheddar cheese, among other things. 11½ ounce jar about 65¢.

Have you ever made cookies of that concentrated fruit loaf which Mother used to turn into a delicious mince pie by adding apples and a tablespoon or two of brandy? For cooky-making you don't have to doctor the fruit loaf at all, just melt down a package of it and add



it to a drop-cooky mixture. The resulting cookies (all 30 of them) are pleasantly crunchy and chewy, for the loat has plenty of raisins, citrus fruit peel, currants. They make fine cookies for travel, too, for they retain their freshness because of the fruit they contain. Just ask for Borden's Pyco.

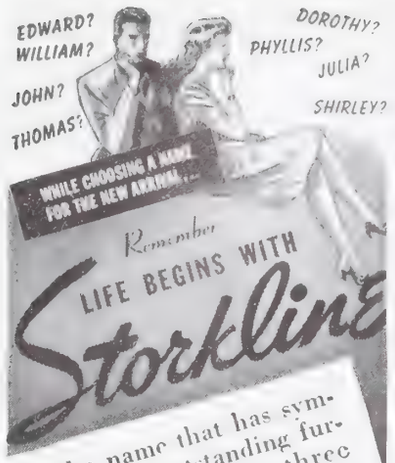
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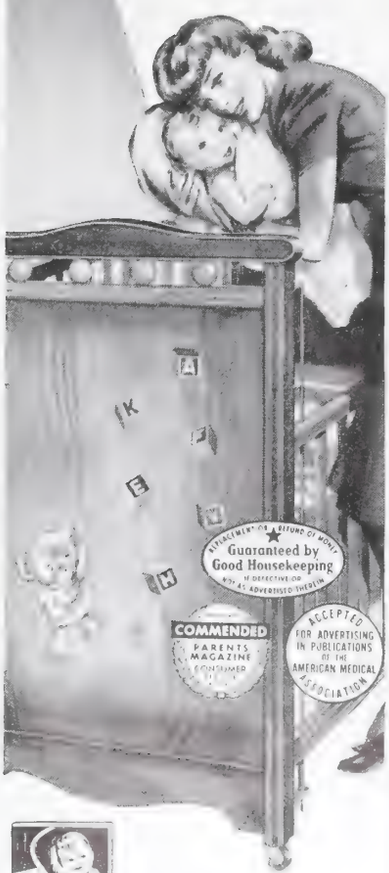




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BLEACH WITHOUT MISHAPS

It's an old wives' tale that bleaching ruins fabrics. It's usually improper use that's at the root of the trouble

DON'T blame the bleach if your best white linen handkerchiefs exhibit holes when they've been laundered only a few times, *until* you have examined your method of bleaching. All too often, if you review your washing program, you may find that you washed the hankies, rinsed them, and then put them in a bleaching solution right after supper, intending to give them a 15-minute soak. When you returned from the movies three hours later, there they were still being bleached! It takes fabrics of cast iron capacities to withstand that kind of harsh treatment. In fact, no fabric can take that. So you'd better examine your methods. Follow this procedure and your white cottons will last well, with regular bleaching treatments. You can safely use a bottled chlorine bleach for all white cottons, but NEVER for silks, rayons, woolens. Some printed and colored cottons can be bleached successfully, but test first where fading won't show. Wash fabric in the usual way. Rinse once, then put bleach in the last rinse water, according to proportions recommended by manufacturer. Soak for 15 minutes. Then rinse twice. Rayons and silks can be whitened with bluing agents available in packages.



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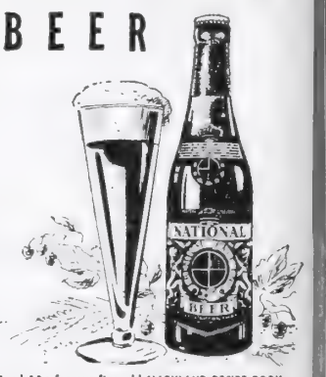
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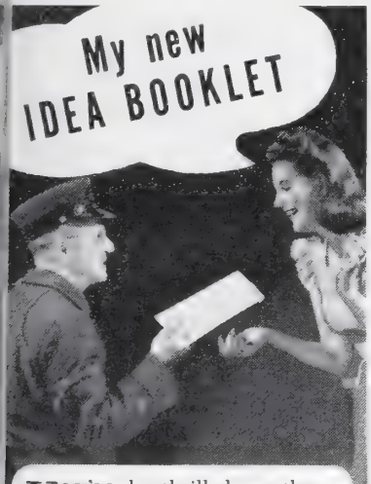


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WAX

How To Remove Wax Before Repainting

If you're contemplating repainting any enamel woodwork, examine it first to see if it has previously been waxed. For a new paint coat will not adhere firmly, but will rub off, if applied over old wax. Wax can be removed by saturating a cloth with turpentine and washing off the enameled surface. However, it is inadvisable to use turpentine near an open flame, since it is inflammable. You may prefer to remove the old wax with a noninflammable commercial wax remover.



OVER

PRESSING

How To Steam Press At Home

If you'd like to look perpetually as if you had just stepped out of a tailor's shop, without having a large bill at the end of each month, learn how to steam-press non-washable clothes at home. You'll need a pressing cloth to approximate a professional finishing job, and you can get excellent results with a chemically treated cloth, such as "Pres Kloth," made by Weaver Pres-Kloth Co., Omaha, Neb. When you dampen the cloth and apply heat, live steam penetrates to the garment beneath. It's the steam which does the work, giving the fabric renewed life and body, without scorch or shine.



OVER

RUGS

How To Shampoo Rugs

Shampooing large rugs at home is no easy process but requires patience to complete the job, and cannot be considered a real substitute for a fine commercial shampooing. For rug cleaning establishments have special shampooing equipment and drying rooms which cannot be duplicated in the home. However, if your favorite rug cleaner can't promise delivery for a long time, you may want to tackle the job, if you have a good product and plenty of time. A soapless shampoo, such as "Vapoo," made by Vapoo Products Co., New York City, works well and doesn't require rinsing.



OVER

THE SYMBOL OF

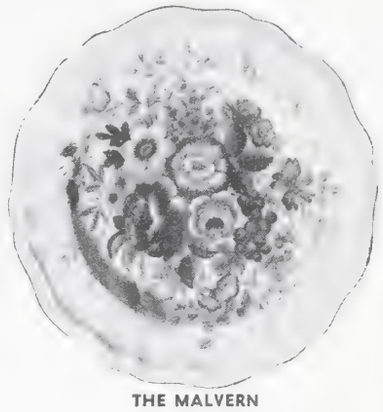
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WAX

One commercial remover (Waxoff, made by Schalk Chemical Co., Chicago) comes in powder form. In fact, it looks very much like bluing used to whiten clothes. A package of the powder costs about 15¢. Dissolve the powder in a gallon of hot water. Dip a cloth or sponge in the solution and go over the surface to be "de-waxed." If wax coat is thick, a second application may be necessary. When all wax has been eliminated, rinse the surface with warm water, and dry completely before painting.

If you've been waxing or oiling a varnished floor, and now want to re-varnish it, the wax remover will also come in handy here, for varnish will not adhere over wax and oily polishes. These must be removed first if a satisfactory job is to result.

OVER

PRESSING

PROCEDURE: Lay garment on ironing board right side up, and spread pressing cloth on top. Then dampen cloth with a sponge. Because of the chemical treatment of the cloth, the moisture stays on top until the heat of the iron is applied. Then the heat turns the moisture into steam, which is driven through to the fabric beneath. The iron should be applied lightly the first time, so that the greatest amount of steam will soak in. Then more pressure can be exerted, and pressing continued until cloth is dry.

With a steam-pressing job you eliminate scorching, shine, iron marks, which spoil the look of a garment and often weaken it. The steam generated with a chemically treated pressing cloth raises the nap of the fabric, gives it a smooth finish, but does not flatten it.

OVER

RUGS

PROCEDURE: Vacuum rug carefully. Examine for spots and treat with lather first. To make soapless lather, add two heaping tablespoons of the granulated Vapoo to a quart of tepid water. Develop a good lather by whipping with egg beater or fork, or squeezing sponge through solution. The most convenient way to shampoo is with a long-handled scrub brush, which eliminates kneeling and stooping. With brush scoop up generous amount of lather, and apply to about a square foot of rug. (Use lather *only*.) The secret of successful home shampooing depends on keeping rugs as dry as possible, because there is no way to dry rugs quickly on the floor at home. Work back and forth until area is clean. Proceed to next section, lapping over the clean area, so rug won't be streaked. When entire rug has been cleaned, brush with the nap and you're through. For no rinsing is necessary.

OVER



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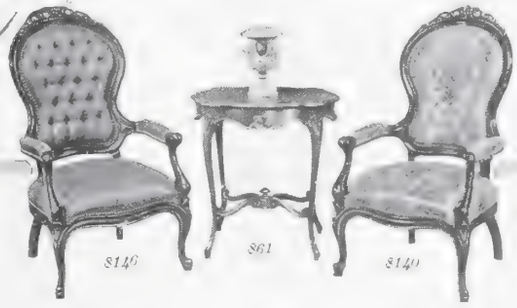
Give your seedlings a soil they can take along with them when they finally go out to the flower borders

YOU know the old saw about putting a fifty-cent plant in a five-dollar hole? You can go that one better with the plants, especially perennials, you raise yourself by making a nursing bed for seedlings that is ready equipped with nothing but five-dollar holes. Then when the grown plants are transferred to the permanent border, they take the hole right along with them. Do the plants love it!

Here's the way it works. Say you start your perennial seedlings in early summer in cold frame, flats, or special seed bed. When they are large enough to set out, instead of just putting them into more roomy seed beds or other flats, set them in a special transfer bed containing the best soil you can mix up. Lots of compost, some rotted manure, peat, a handful of ground limestone, a little complete plant food, plenty of friable loam make it good. Set seedlings 6"-8" apart in this bed and leave them there over winter, protecting them as their individual needs may dictate. Then in early spring remove them, as wanted, with the biggest ball of earth you can get for each one, and set them in a well dug and enriched hole in the permanent garden. Any special foods the mature plants may like can be put in this final hole. But, most important, the plant that goes into this hole already has its roots running rampant, not in an ordinary seeding or "garden" soil, but in a super de luxe concoction that will give them a fine start. By taking a large ball with the transplant, you'll not only prevent undue damage or check to the roots, but make it unnecessary for them to reach out for new soil before getting themselves established.

Of course, you'll practically wreck your entire transfer bed each season, but what of it? Simply dig out the whole bed and rebuild it again each summer.

Natchez Ensemble



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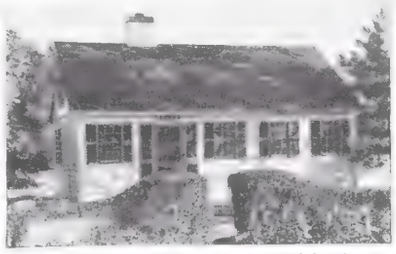
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Davey Men will be back

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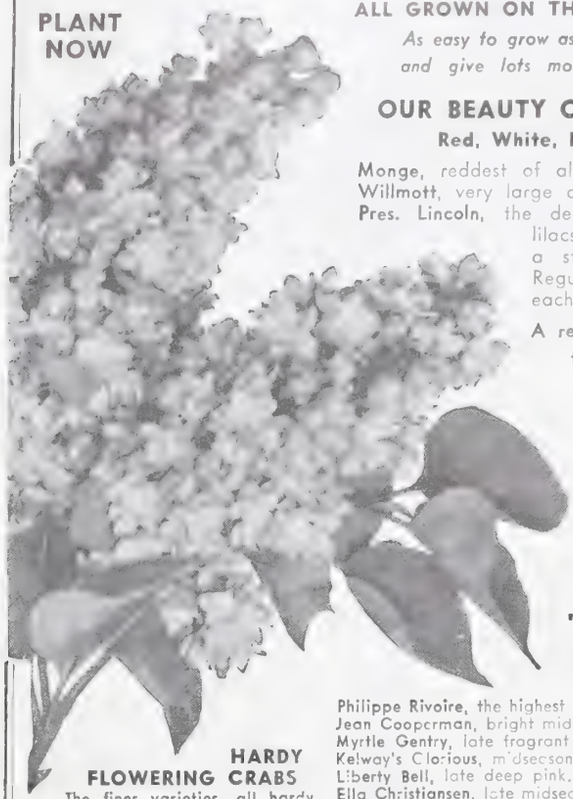
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Red, White, Blue, Pink

Monge, reddest of all reds; Miss Ellen Willmott, very large double pure white; Pres. Lincoln, the deepest of all blue lilacs, and Lucie Baltet, a striking coral pink. Regular price, $5.00 each.

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CATALOG ON REQUEST

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Do you know how to DEFROST YOUR GARDEN?

If you study a little the habits of frost, and prepare to meet it, you'll increase your harvest

By David W. Bailey

JACK FROST calls the tune for October, and home gardeners dance at his bidding. If we are thoughtless, he may give the signal for the last waltz any night now. If we treat him with respect, however, we may enjoy half a dozen encores before November brings the first hard freeze.

As we might suppose, those vegetable delicacies we have imported from the tropics are the first to blacken when the mercury drops below thirty-two. Okra, peppers, bush beans, melons, cucumbers—left to themselves all these are done for when the rising sun on a fine, clear morning finds the hollows in the meadow silver powdered with the first hoar frost. The market gardener, who takes his luck by the acre, must take this annual loss philosophically, but the home gardener has a few tricks at his disposal. Remembering that even in October the ground is warm and that it is the air which is cold, he can cover a few of his choicest plants with loose straw, with burlap on impromptu frames, or even with newspapers. Recalling that rapid dehydration is almost as bad for tender plants as low temperatures, he will leave these protective coverings in place until mid-morning.

In our own garden we have found that the lath frames, which protect our lettuces from bolting too quickly in the heat of summer, will do double duty if they are placed over a row of green peppers or eggplants or a hill or two of summer squash in mid-September. On cool nights they will preserve something of the ground heat and when a really sharp drop is impending they may readily be covered with an improvised blanket made by sewing old feed bags together in a long strip.

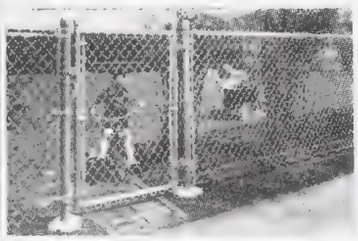
The books say that tomatoes are as susceptible to frost damage as peppers or melons. Our personal experience does not bear this out, though the explanation may be

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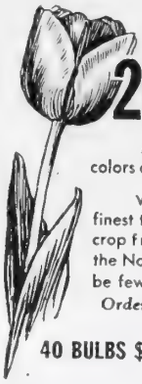


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Large scarlet, $1 ea.
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BOTH above sturdy, 2-yr. field-grown Star Roses sent postpaid for $1 only. 1944 FALL GUIDE to good roses FREE.
THE CONARD-PYLE CO., West Grove 289, Pa.
GUARANTEED TO BLOOM



THE MAN
BEHIND THE HOE

that we always train our tomatoes on poles. Since the first frosts usually catch the lowest growing plants in the garden, we have frequently found that a few of the lower leaves of our tomatoes have been "touched" while the upper parts remain undamaged.

Almost never does an October frost fall on a misty night or a windy one. Even a light breeze seems to keep the cold from "settling in," as the farmers' phrase has it; and a blanket of fog is a blanket in truth. A neighbor of ours, who has unlimited water at his disposal, takes advantage of this last fact. If the thermometer at sunset hovers in the upper thirties, the air is dry, and the wind dies down, he turns the sprinkler on among his tomatoes and leaves a fine spray running all night. By this means he often keeps his vines luxuriant when ours have been pulled up by the roots and hung in the woodshed till the last green fruits turn red.

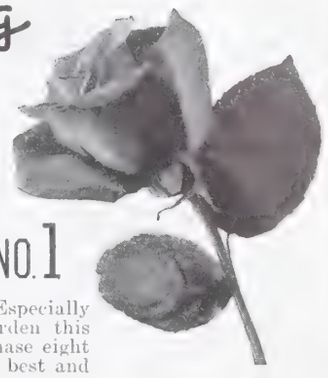
If your garden slopes definitely in one direction, you will do well to plant some of your tender vegetables on the higher ground where the air drainage is brisker and the risk of early frost injury consequently less. A difference of three or four feet in elevation may prove better insurance against oncoming winter than as many degrees of latitude. The knoll on which our house stands rises some three or four yards above the meadow bottom where our little half-acre of ploughland is located. Just beside the house we have a 40′ by 60′ terrace devoted to mixed kitchen herbs, strawberries, and selected vegetables, and the garden diary shows at least one year when the last frost of spring fell on April 5 on the terrace and on May 29 in the ploughland, while another year saw tomatoes nipped in the lower garden on September 3 but still bearing lustily in the herb patch in mid-October. When I groan at the annual task of spading the upper terrace by hand each year (for it is too small to allow a plough to turn), the family remind me of this happy comparison in dates.

Within the normal broadcasting radius of Cape Cod there is small excuse for not receiving fair warning of an approaching frost, for any home gardener who wishes has only to tune in on the cranberry growers' signals, just preceding the mid-evening news summary. And when the bad news does come, let no one shirk his part. Peppers and eggplants to be stripped of edible fruits, tomato vines to be pulled,

(*Continued on next page*)

For Autumn Planting

OUR SPECIAL
ROSE
COLLECTION NO. 1



And an extra special buy for you. Especially for you who are starting a rose garden this Autumn. Think of being able to purchase eight Everblooming Roses, representing the best and newest among the introductions of recent years, such as the exquisite red Hybrid Tea Rose Poinsettia. All strong growing, free flowering kinds in a complete variety of colors. No. 1 select two-year-old modern roses each one labeled.

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FOR YOUR OWN GARDEN

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Apples: **25 European and American Varieties, all grafted on Malling Stock, which I keenly emphasize. Also, Peaches, Pears, Plums, Apricots, Nectarines. Prices from $3.75 to $9.00 each as to age.**

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60 Bulbs—$7.50
10 each of 6 varieties below
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This thoroughly practical and beautiful Rustic Picket Fence, with half-round pickets spaced 2½ inches apart, is particularly suited for small suburban homes. It is ideal because dogs cannot get between the pickets and children cannot climb it. As it never needs painting it remains a constantly attractive frame for the lawn. The fence illustrated is 4 feet high, easily erected, comes in panels 3 feet wide.

Another Rusticraft Fence that is currently popular is the French Type Picket Fence that we have been producing since no French Chestnut woven fence can be imported for the duration. This is available in two styles—the tight screen type (pickets tight together) and the woven wire cleft type with small space between pickets.

Our catalogue describes these and all other Rusticraft Wooden Fences. Send for it.

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The lovely new Hybrid Tea Rose that has caught all the rugged, everblooming qualities of the renowned Floribundas—particularly extolled for the trim, pointed buds, golden-yellow, profusely borne, often in clusters. Satiny, high-centered, fragrant blooms. Disease-resistant, very easy to grow, 2½ ft. tall. 2-yr. field-grown plants, guaranteed to live and bloom (planting guide free). Postpaid: $1.50 each; 3 for $3.75; 12 for $15.

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Natural Color Catalog Free

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for September Delivery

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The MADONNA LILY (Lilium candidum) is the most beloved of the white lilies. It is frequently planted among DELPHINIUM and serves as a perfect foil for their beauty. The flower spikes are three to four feet high. This is the LILY grown in all old-fashioned gardens.

Our MADONNA LILY bulbs are the largest and finest that can be procured.

DELPHINIUMS and MADONNA LILIES may be purchased separately at $10.00 per dozen. All prices are f. o. b. Madison.

Send for our illustrated catalog. The 25c charge may be deducted from your first order.

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CONTINUED FROM PRECEDING PAGE

the melons approaching maturity to be harvested, squashes to be covered so that the fruits themselves will not be damaged even if the vines are killed—these are the most immediate chores, even if you have to do them by lantern light. The morning after a frost will find the string beans still crisp, though the leaves will have wilted. Late sweet corn will be unspoiled, though the stalks will have stopped growing and the leaves be drooping. You should pick these things promptly and plan, too, to spend several hours turning some of your hastily garnered green tomatoes into piccalilli. If you have dried beans still on the vines, they should be threshed without delay and brought in to "cure" on the back of the stove. Popping the dry pods into a burlap sack and beating them briskly with a stout stick is a good method of threshing for the home table.

CHARD, beets, and lettuce will stand a touch of frost. Carrots actually improve in flavor. If your onions are not already harvested, you may break down the tops now and prepare to pull and dry them before a second cold snap. If no blight extinguished your green potato tops before now, plan to get out the hoe or spading fork at once. . . And remember that potatoes should not be left to dry in the sun, but should be removed at once after lifting to a dark cool place to "ripen off" for several days before going into storage.

Maturing cabbages will go undamaged when night temperatures drop four or five degrees below freezing. Cauliflower is only slightly less hardy. Sprouting broccoli which has had the center heads cut out will now develop a dozen or more smaller buds to each plant in a frenzied effort to go to seed. These buds will look less imposing than their predecessors but will taste every bit as good.

Nor should we forget that early frosts are the signal for some of the home garden's greatest delicacies. Now the Brussels sprouts come into their own. Keep the lower leaves snapped off to give the axilary buds a chance to develop size. And dust frequently with rotenone if—as often happens in autumn—aphids make their appearance on sprouts or cabbages. And dig a few Jerusalem artichokes and parsnips. How long has it been since your family table steamed with a parsnip chowder or an artichoke milk stew?

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DAYLILIES

Nine acres of Hemerocallis. NEW colors in reds, pinks, purple and unusual bi-colors. *Write for complete list.*

SSELL GARDENS, Spring, Texas

The LOG of the Practical Gardener

October "waits unformed and is between things ended and things begun"

THE quotation is from Walt Whitman, and he was referring to Society, not the season. But for gardeners the revised version will do.

This is, or ought to be, the planning month. You know—"too many tomatoes this year and not enough beans" or "a little more platycodon blue on this side and less penstemon red."

But beyond planning for better balance, plan, too, for better gardening —more careful choice of the things you grow, better technique in handling plants, a shrewder eye for value in terms of garden beauty.

One way to have a better garden is to have a better lawn, and one way . . . well, the point is, keep on mowing. Mow till the grass stops growing. Dividends next spring.

Don't wait another minute to set out iris, peonies, narcissi, poppies, rhubarb, evergreens.

But wait till the eleventh hour (or month) to set out tulips, deciduous trees, roses, hardy annual seeds (the kinds that like to self-sow).

Things to do on a rainy day: wash and scald the sauerkraut crocks; clean bulb pans to be used later for forcing bulbs; collect, collate, and store flower and vegetable seeds it may be sensible to save.

Things to do on a cold day: re-stack the compost heap; bring indoors soil to be used for pot plants and seed flats; saw up the pruned branches that are piled against the fence.

Rake fallen leaves off the grass but not out of shrub beds and hedges. This is one time when you can "sweep the dust under the carpet."

If you haven't cut back or thinned ramblers and climbing roses, do it now. Only advantage over late winter pruning is that new canes can be tied, not slat around all winter.

Time to start your collateral reading again. Why not do some special boning up on cousins, uncles, and aunts of plants you met and liked this year?

But don't neglect your harvest. Get it all in, whether it's the last squash or the last rose, in top notch condition. A good gardener must earn and keep the confidence of his garden.

R. B.

DOCTOR I.Q. says, "I LOVE YOU" with Flowers-by-wire



In Boston, Dr. I. Q. (Jimmy McClain) remembers an important event and says it with flowers by telegraph to his wife in Dallas.



In any event—wire Flowers

When someone dear to you—in another town—has an anniversary, or *any* event you want to remember—wire flowers.

It's easy as 1-2-3, and not at all expensive

1. Go to a florist with the Florists' Telegraph Delivery Association seal on his window. Tell him the name, address and town of the person to receive flowers—state the amount you wish to spend. You pay nothing extra for flowers by wire—except standard rate for telegram.

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• Listen to the *Dr. I. Q.* program every Monday night at 10:30 EWT over the N.B.C. Network.

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Mrs. Luther Davis

active in the Ships Service Committee, is wife of a captain in the U. S. Army Air Force. Years ago her family was presented with these jewels of Old Russia—the brooch of cabochon emeralds set with rose diamonds, the bracelet of amethysts set in woven gold. The Heirloom Sterling, like these exquisite jewels, lends beauty to family tradition.

Dear Barbara:

This has long been a season of letter writing for me, for I have always counted Christmas letters (and gifts of paper) to be the choicest of remembrances. Nothing is more personal than a letter; nothing pleasanter than the postman's knock on the door and the happy anticipation that it conjures

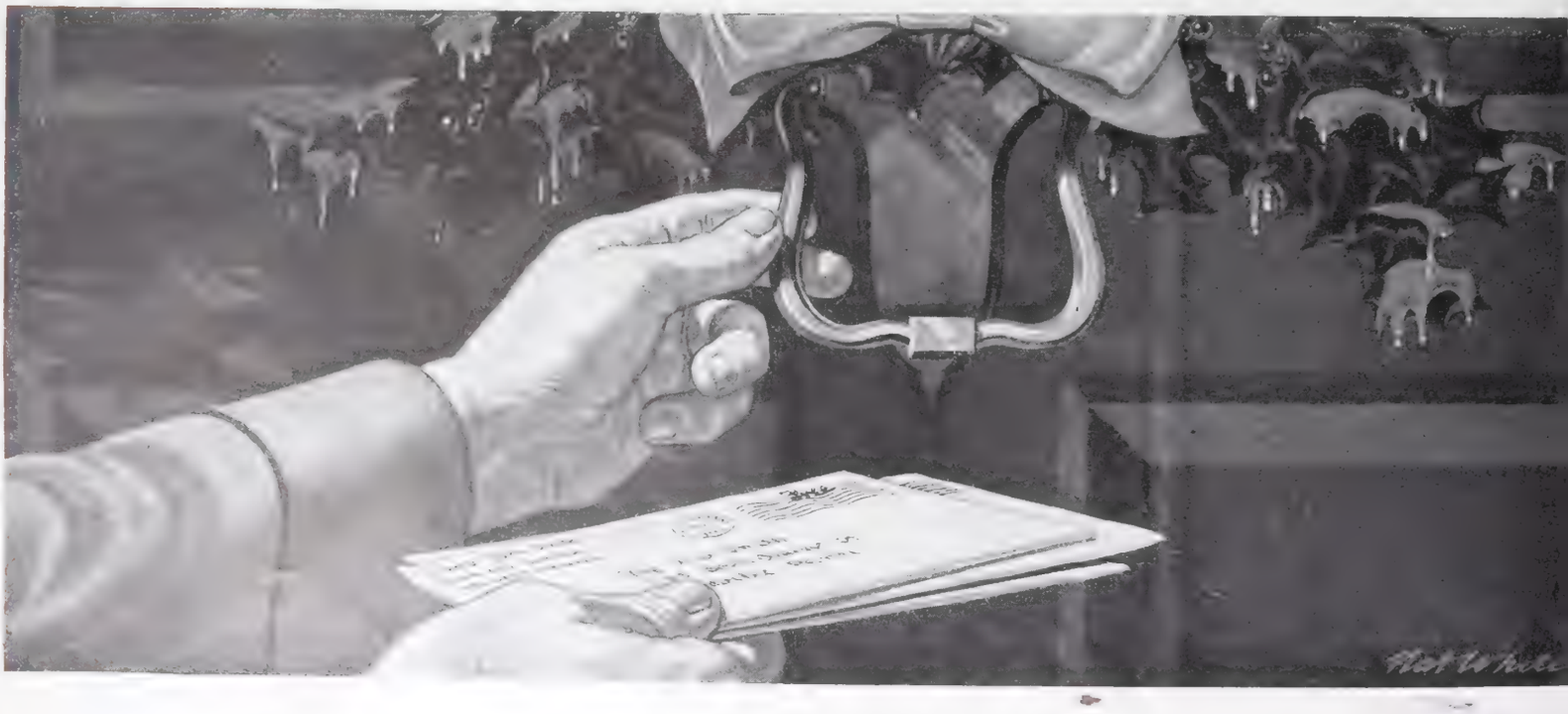
So, in keeping with my Christmas custom, I write you to wish you much joy and all good things in the year that lies ahead. Of its shape and form we know little, though we confidently hope that it may hold much in store that will favor our fortunes. These unpredictable years have taught us to forego prediction and to rest our faith in the things of the spirit and our future on the firm foundation of the rightness of our purpose and our cause.

War, for all its destruction and desolation, brings into relief values we have sometimes lost sight of in our hurry and hustle. We have rediscovered that the letter is still the link that binds us, one to another, and keeps our hearts in tune and stride with those separated from us by sea and land. In the written word we have found the fullness of expression that has given new interpretations to thoughts and hopes we have long nourished. It has revealed those we thought we knew, in fresh light and stature. It has made us acquainted with ourselves.

I, for one, intend that this communion established only by correspondence shall continue to be celebrated in the years of peace for which we hope and pray. It is much too precious to be lost; to ever again be honored only on occasions and occasionally.

So it is that I acquaint you of my resolve and invite you to share it with me, for it is a mutual enterprise in which all subscribers enjoy the privileges and share the benefits.

Affectionately yours,
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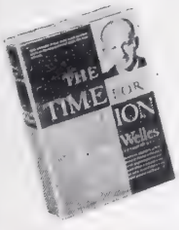
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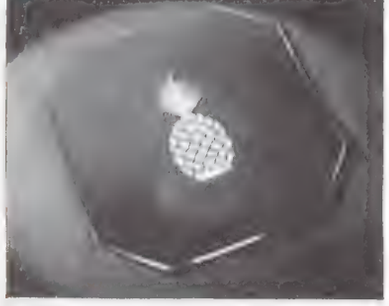
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Zodiac Platter. You'll find it useful as a serving tray or as a decorative plaque. Diameter 15 inches. $4.50.



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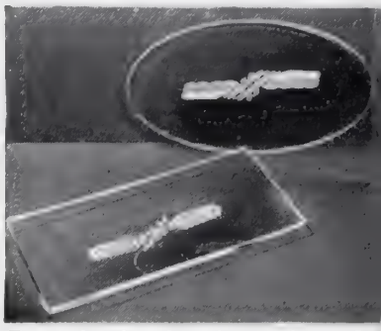
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BENT GLASS

KENSINGTON, INC. OF NEW KENSINGTON, PENNSYLVANIA



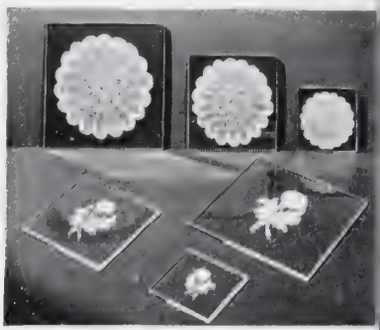
Large round plate styled with a she motif. Dia. 15 inches, $4.75. Other size $4.00, $3.25 and salad plate size, $2.5



Trays for bread, cakes, celery. Ov shape, 13 by 6¼ inches. Oblong shap 13 by 5¾ inches. Each, $2.75.



Octagonal plate sporting a sprightly st design that will brighten any tabl Diameter 10 inches. $3.25.



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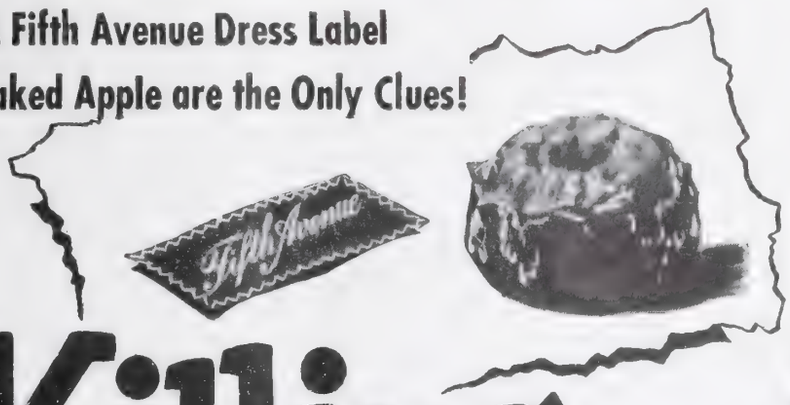


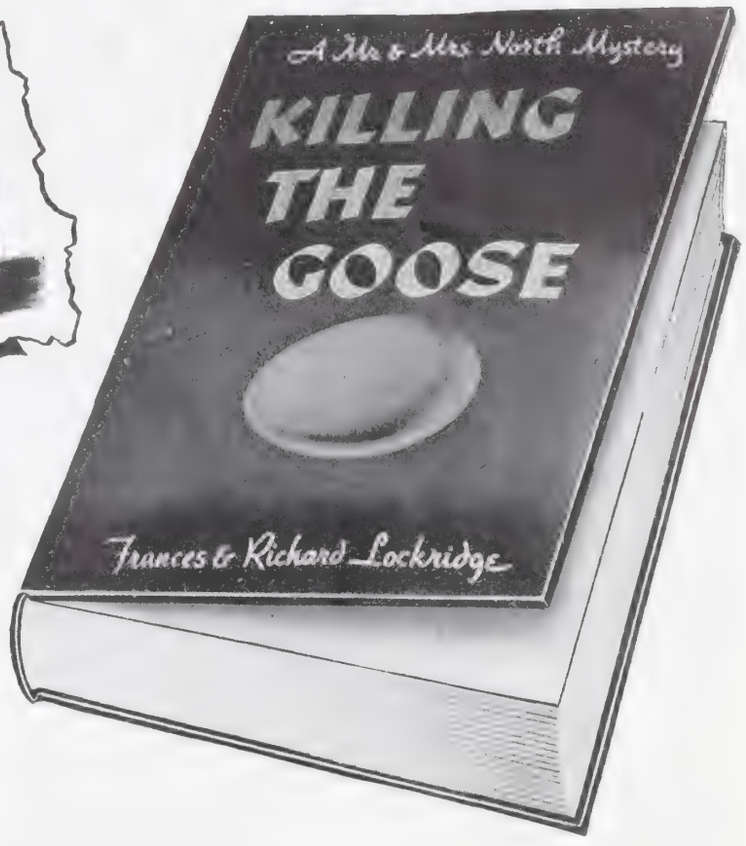
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To New Members of the Detective Book Club

—A Fifth Avenue Dress Label and a Baked Apple are the Only Clues!





Killing the Goose

By Frances and Richard Lockridge

How Can Even Pam North Unravel the Tangled Threads of a DOUBLE-MURDER Like This—in which a Fifth Avenue Dress Label and a Baked Apple Are the ONLY Clues?

DEATH struck twice that gray Sunday afternoon. In a mansion on Gramercy Park, New York, a wealthy heiress was killed by a crushing blow from a heavy iron poker. In a Madison Square cafeteria a dozen blocks away, a dowdy little file clerk had her throat cut. To the police, they were merely two perfectly simple open-and-shut cases—two totally unconnected "jealous lover" murders.

Unconnected, eh? and perfectly *simple?* Never underestimate the power of a woman—particularly if she happens to be Pam North! In her dizzy but wonderful way she can break *any* case wide open—with a host of embarrassing questions! For instance: *why was that "poor" little file clerk wearing a dress from one of the most expensive of any of the Fifth Avenue shops?* Why did the records of the Clinton Cleaning Company show that the dress had *originally* belonged to the murdered HEIRESS?

And what about that baked apple? The police postmortem had disclosed that the girl in the cafeteria had eaten a baked apple just before she was murdered. Yet her accused fiance swore that she had NOT eaten a baked apple—and his bitterest enemy had confirmed his story!

And as for the OTHER lover suspected of the murder of the heiress—if he *is* guilty, why is he being protected by the word-of-honor alibi of the famous radio commentator, Dan Beck? Still, if he *isn't* guilty, why did he assault a policeman and run away? And—if the same man committed BOTH murders—what fantastic motive could make anyone but a madman want to kill two such different people as a million-dollar glamour girl and an insignificant clerk?

Who Is Chasing Whom?

Even the daft-but-dangerous intuitions of Pam North find it tough going when they ran smack up against riddles like these. But leave it to Pam! In practically no time at all she has the real murderer right where she wants him—except that he has HIS hands on HER throat!

Once you dip into the first few sizzling pages of this newest Mr. and Mrs. North merry-go-round, even a murder in your own back yard couldn't make you put it down until you're finished! That's because this story is so *different* from the run-of-the-mill crime thrillers.

You get all the excitement, mystification, and tight suspense that you find in a really bang-up detective novel. And also (as the thousands of "North" mystery-book fans, and also the weekly radio audience of over 2,000,000 listeners, can tell you) you meet in Pam and Jerry North and their friends as witty, likeable, and entertaining a crowd as any you'll ever encounter in real life—in fact, much more so!

Killing the Goose is *brand new, just published*—and it is already a top seller RIGHT NOW at $2.00. But we want to give you a copy of it, FREE, to show you the kind of top-notch mysteries you can get *every month* from the Detective Book Club. And you get THREE for the usual price of only ONE!

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GENUINE Duncan

PHOTOGRAPH BY EMELIE DANIELSON

Heloise to Abelard

"What cannot letters inspire? They have souls; they can speak; they have in them all that force which expresses the transports of the heart; they have all the fire of our passions; they can raise them as much as if the persons themselves were present.."



HELOISE AND ABELARD—an interpretation, painted for Eaton, by Count René Bouët-Willaumez. Abelard, most famous logician of the 12th Century in France, fell in love with and married the exquisite ward of the Canon Fulbert of Paris. The picture shows the lovers in the days when Abelard was the tutor of Heloise, before tragedy had crossed their path.

after 800 years their love still lives *In letters*

It is dawn. The faint blue light rising over Notre Dame burns slowly brighter than the lamp in the room. But brighter still, far brighter, burns the flame in the hearts of these two lovers. He a famous tutor, she a girl of seventeen.

Eight centuries have passed since this love story was lived against the background of Medieval France.. a story which lives still in all its beauty and all its poignancy—in letters.

Letters capture a precious closeness between two people. They are voices carrying through the silence that separation brings. Are you learning this for the first time? If you are, remember after the war and all your life, what joy a letter can inspire.. what pleasure it can give.

In war.. in peace.. your letters are *you*. They carry your love, your laughter, to the uttermost parts of the earth.. or just around the corner.

Eaton's fine letter papers

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There are lovely Islands that long stood as outposts, lonely in a boundless ocean. Then, sixty-two years ago, Matson took up the task of drawing them closer to the Mainland — and forging the bonds of contact and understanding. Today Matson men and ships are busy on many seas at urgent tasks of war. But the day will come when it will be our duty once more to link that Mainland to this whole lovely region, with the most modern modes of travel at our command.

Matson KNOWS THE PACIFIC

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How times have changed!



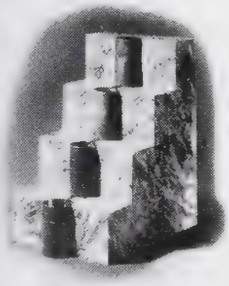
1

Man's first timepiece was probably a stick or tree, set so it marked the passage of time by the length of its shadow. From this came the sun-dial, which served in various forms for many centuries. There is an amusing record of a Roman poet who complained that his stomach was "a sun-dial, truer and more exact than any of them!"



4

Candles burned unevenly, water-clocks froze in winter, sun-dials had to have sun—so man developed the sand-glass or hour-glass. Its principle is really the same as the water-clock, with fine sand (or mercury) flowing from one bulb to another in a given period of time. A two-minute sand-glass is still used to time the bell that announces a vote in the British House of Commons.



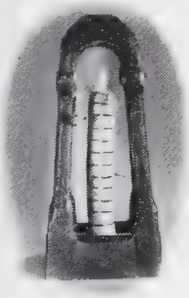
2

Since sun-dials were useless on dull days or at night, some shrewd soul devised a water-clock, based upon the flow of water through an opening. These were of many types. Shown is a replica of a Chinese water-clock, some 3000 years old. Water dripped from one copper jar to another, while a bamboo float in the bottom jar slowly rose to mark the passage of 12 hours.



5

The earliest actual clocks, with gear wheels and weights, seem to date from the 13th century. Spring-driven timekeepers came a couple of centuries later. The first of these were watches called "Nuremberg eggs." Use of a tightly wound spring to drive clocks was the only important development in clock-making for more than 400 years. And spring-driven clocks had to be wound regularly to give time.



3

After the invention of candles, man's ingenuity used them, too, for telling time. They were marked into sections, each of which burned about the same length of time. King Arthur of England is supposed to have improved such a candle-clock by slipping over it a case of horn, scraped thin, to shield the flame from the wind. From such a case, called "lanthorn" in old English, came our word "lantern."

THE MOST MODERN, ACCURATE TIME TODAY IS ELECTRIC

Timekeeping was revolutionized in 1916, with the invention of a clock run by household electricity and regulated by controlled current impulses from the powerhouse. This electric clock was called "Telechron," meaning "time from a distance." It was silent, precise, dependable. No winding, no oiling. Millions were bought by people who needed the right time *all* the time. . . . Today, of course, Telechron is still busy with war work. But handsome *new* Telechron clocks will be back before long to give you a trustworthy, trouble-free timekeeping *system* as modern as your post-war home!

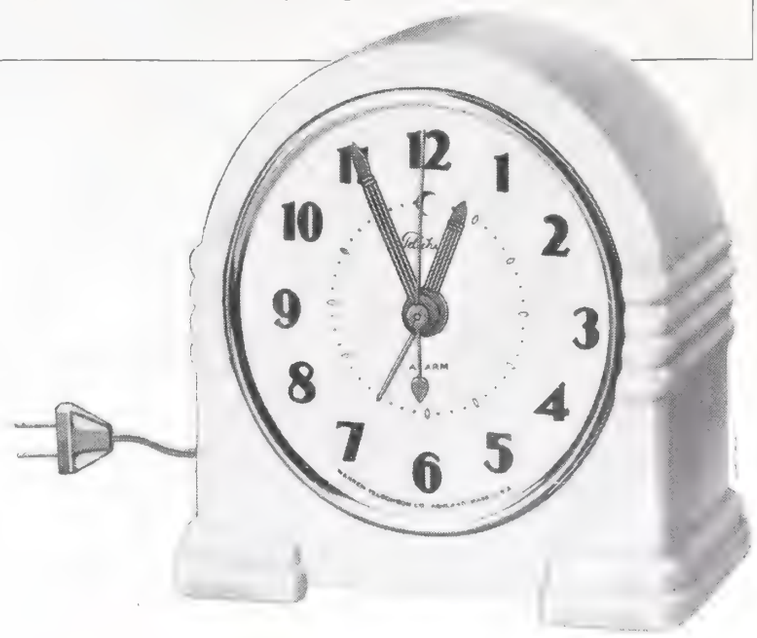
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Also Makers of Telechron Synchronous Motors for Industrial Uses



Twelve million Americans need alarm clocks, WPB surveys show. Limited numbers of war model electric alarms are now being made, but the demand is far greater than the supply. If you have an alarm clock that can possibly be repaired, please leave the new clocks for war workers who have none.



Complete

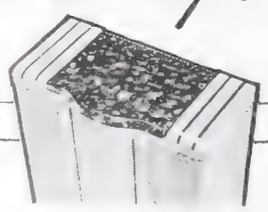
TO THE VERY LAST HAMPER!

Today's home-planning calls for ingenuity! In your quest for beauty, don't forget the luxurious convenience of *enough* hampers! Efficient home-makers have always preferred Pearl-Wick Hampers—in bathrooms, kitchen, bedroom and nursery. Wise brides will plan accordingly! • Pearl-Wick Hampers are *Self-Ventilating*—soiled things keep free of odor and damp . . . *Decorator-Designed*—endowed with the elegance of fine furniture . . . *Colorfully Finished*—to accent the beauty of your rooms!

Temporarily, not all *our beautiful styles are available. But you can find the Pearl-Wicks you need. Pearl-Wick Corp., Long Island City 2, N. Y.*

PEARL-WICK *hampers*

DESIGNED AND BUILT BY HAMPER SPECIALISTS



Open your rooms to DAYLIGHT and VIEWS

with

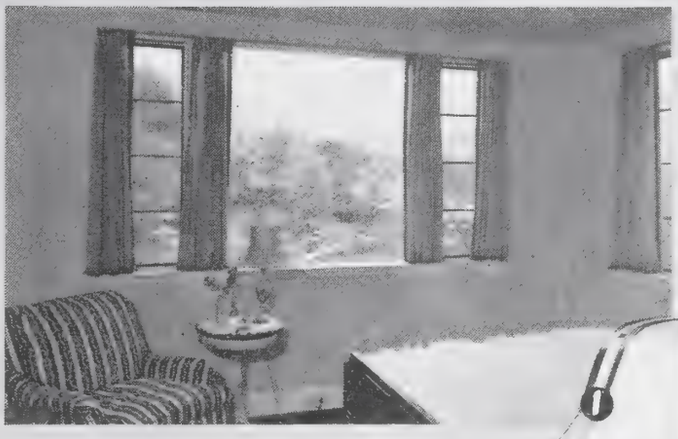
WINDOW WALLS

insulated by

Thermopane







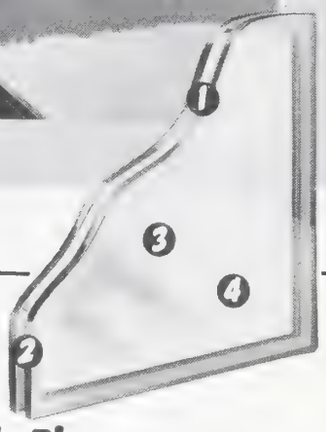
Architect: John Franklin, Pittsburgh

Here's good news for planners of postwar homes

One of those "better things" we've all dreamed about for the postwar home has become a reality. It's a *windowpane that insulates*—Thermopane—a development of Libbey·Owens·Ford.

Thermopane is a transparent, double-glass insulating unit. It fits into a modified single sash, just like a single pane of regular glass. Thus, there is no extra glass to put up or take down.

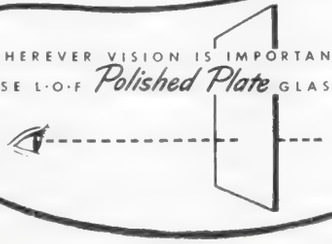
Before you plan the windows for your postwar home, get all the facts about this revolutionary new windowpane. Write to Libbey·Owens·Ford Glass Company, 4114 Nicholas Building, Toledo 3, Ohio.



4 important features of Thermopane

1. **INSULATING AIR SPACE.** The layer of air inside the Thermopane units is hermetically-sealed at the factory. When desired, Thermopane also is made with three or more panes of glass.
2. **BONDERMETIC SEAL.** This patented, metal-to-glass seal bonds the two panes of glass into one unit to prevent dirt and moisture from entering the air space.
3. **CLEAR VISION.** The dry air is sealed in with the patented bond to prevent frost or condensation from forming on the inner surfaces of the panes of glass.
4. **ONLY TWO SURFACES TO CLEAN.** The glass surfaces inside each unit are specially cleaned at the factory . . . and stay clean!

WHEREVER VISION IS IMPORTANT
USE L·O·F *Polished Plate* GLASS



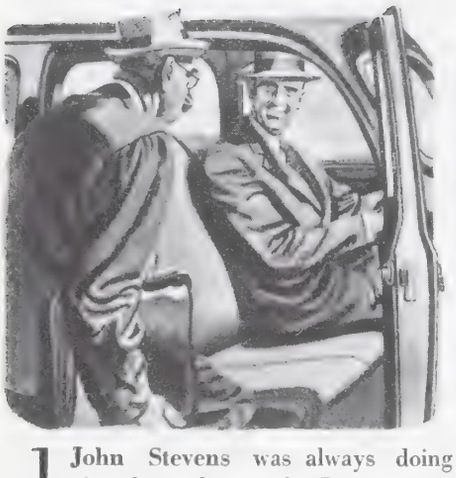
L O F

LIBBEY·OWENS·FORD

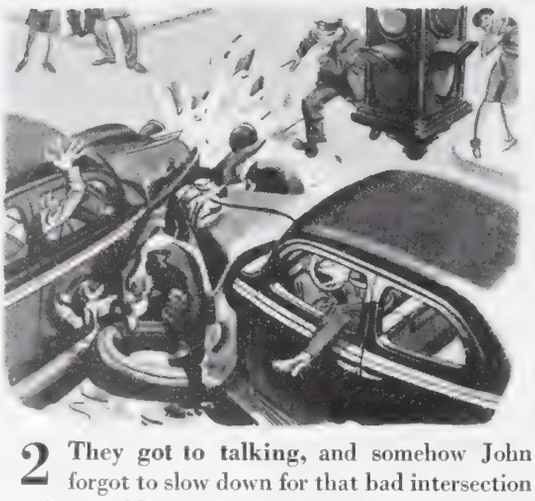
a Great Name in **GLASS**

"but the *Big Smash* happened to me *after* the accident"





1 **John Stevens** was always doing nice things for people. It never occurred to him to refuse when a hitchhiker said, "Going out as far as the golf club, Mister?"



2 **They got to talking,** and somehow John forgot to slow down for that bad intersection at Bay and Forest. It all happened so quickly that only the policeman seemed to know which driver was to blame.



3 **John wasn't scratched** and the man didn't seem badly hurt either; just shaken up a bit. John saw to it that he got to the hospital safely, and called up to find out how he was doing the next few days.



4 **(Months later).** The man sued John, who was uninsured. Claimed successfully that shock made it impossible for him to work—and received a $12,000 judgment!

WITH wartime taxes and higher cost o living, few families can meet an award i a suit for damages, out of income. The alterna tive is digging into your precious savings, o even worse, mortgaging your home or futur income—*unless you are protected by insuranc*

Adequate and complete insurance protectio never was more important than it is today You need to be adequately insured agains loss from fire, accident and burglary; and fro serious money loss, such as automobile personal liability damage suits.

To protect what you have, *know* what yo have. A little talk with your local insuranc man may show that you are *under*-insure Why not check up now on what you have and should protect? Your insurance Agent o Broker will gladly tell you how little it cost for North America protection.

Insurance Company of North America, founded in 179 oldest stock fire and marine insurance company in th country, heads the group of North America Companie which write practically all types of Fire, Marine, Auto mobile and Casualty insurance through your own Agen or Broker. North America Agents are listed in loca Classified Telephone Directories.

1792 PROTECT WHAT YOU HAVE

INSURANCE COMPANY OF
NORTH AMERICA
COMPANIES. *Philadelphia*

INSURANCE COMPANY OF NORTH AMERICA • INDEMNITY INSURANCE COMPANY OF NORTH AMERICA • CENTRAL INSURANCE COMPANY OF BALTIMOR
THE ALLIANCE INSURANCE COMPANY OF PHILADELPHIA • NATIONAL SECURITY INSURANCE COMPANY • PHILADELPHIA FIRE AND MARINE INSURANCE COMPAN



IMPERIAL TABLES

KEEP UP THE AMERICAN WAY OF LIVING

Imperial Tier Tables are decorative and useful, reflect friendly hospitality. You will enjoy their convenience for flowers, reading matter, smoking accessories. They are very fashionable for serving small, informal buffets. And they are ideal for displaying your favorite collection pieces. Imperial Tables combine beautiful styling with fine craftsmanship that make their choice an enduring investment. Selections of Imperial Tables, now limited, will offer you wide individual choice just as soon as conditions permit.

IMPERIAL FURNITURE COMPANY

GRAND RAPIDS, MICHIGAN

For over 40 years this trade mark has Imperial Grand Rapids Michigan *been a guide to America's Finest Tables*



WHAT WILL I SEE ON MY TELEVISION SCREEN?



I am Alec Electron, here again to keep you up to date on Television

1. Will I see important news events while they are happening?

Yes, *immediately* in the cities in which the news event transpires. And distant events, too, when cable or radio relay networks link up our large cities. Until such time, newsreels will be rushed to your local Television station by swift planes and will be shown at once or held for regular newscast periods.

2. Will I see famous stars of stage, screen and radio?

Yes. In the past 3 years, hundreds of the great names of the entertainment world have been tested for Television. Every week brings new faces to DuMont's Station WABD, anxious to explore the thrilling possibilities of this great new medium.

3. Will I get "local news pictures" on my Television Set?

Yes, indeed. DuMont has designed "pickup trucks" for fast eye-and-ear coverage of everything that goes on in your community. As portable video cameras scan the parade passing 5th and Main, it will appear on your DuMont home receiver. You'll watch for your friends in style shows and amateur productions, graduations, street interviews, quizzes and other contests, inspections of crops, gardens, and new construction. You'll visit dedications, patriotic and political rallies, county fairs, fires and accidents. You'll take wonderful shopping tours — without leaving your favorite armchair.

4. Will I get big sporting events free?

Yes, national advertisers are already seeking options for telecasting the World Series, Madison Square Garden attractions, the races, football classics, etc. Because several Television cameras will be employed, you'll enjoy several "best seats" at each event.

5. What educational programs will Television offer?

Television will make education as exciting as a mystery adventure. Well-known scientists and engineers will take us on tours of great industries, mines and utilities; will entertain us in their laboratories. We shall enjoy conducted tours of art galleries, planetariums, museums, zoos, aquariums, historic sites and national parks. We shall sit in Congress, political conventions, town hall meetings and courts. We'll visit automobile and aviation shows, hospital clinics, kitchens of famous chefs, model farms and lecture halls.

6. Will I have to look at a parade of advertised products?

Television's commercial sponsors will mix a lot of entertainment with very little sales talk. For some time over Station WABD, DuMont has cooperated with national advertisers in developing techniques for putting product demonstrations and advertising messages high among the truly entertaining features of Television. They have many surprises in store for you—very pleasant ones.

7. Will I receive pictures in full color?

Don't expect them soon. Engineers in many laboratories — including DuMont's — are giving their days to war work and their spare time to the development of natural color telecasting. Truthfully, color transmission is still in the laboratory stage. It has too much flicker. It stands today where black-and-white telecasting stood when mechanical scanning was abandoned for the infinitely more rapid and reliable electronic scanning. It is probable that commercially practical color telecasting will eventually be achieved by methods undreamed today... but how or when is anybody's guess.

8. Will I get standard radio programs on my Television Set?

Not unless you own a *combination* Television-Radio Receiver. A separate unit is required. Several new-model DuMont Television-Radio Receivers will provide Television, standard AM and FM (Frequency-Modulation) reception and an excellent phonograph record player. DuMont's impressive pioneering achievement in Television assures you of the very finest in electronic engineering and cabinet artistry.. of unique performance in your peacetime Television Set.

DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES, 2 MAIN AVE., PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.



J"..as in Lieutenant Jones

"Yes, Tom, I've had our sterling silver engraved with the initial I'm so proud of. It's just a letter but it means a lot. Take the name Jones, as I did. If it were any other name it wouldn't be you. We wouldn't be us. And I'm sure, dear, our special happiness was blended exclusively for Mr. and Mrs. Lieutenant Tom Jones."

* * *

"Mrs. Lt. Tom Jones" might mention another name that has added to her happiness — Reed & Barton, whose craftsmen made her lovely solid silver. Although sterling patterns and pieces are somewhat limited today by war production, the forward-looking bride is buying her first Reed & Barton place settings with the assurance that she can complete her solid silver service in the happy years to come.

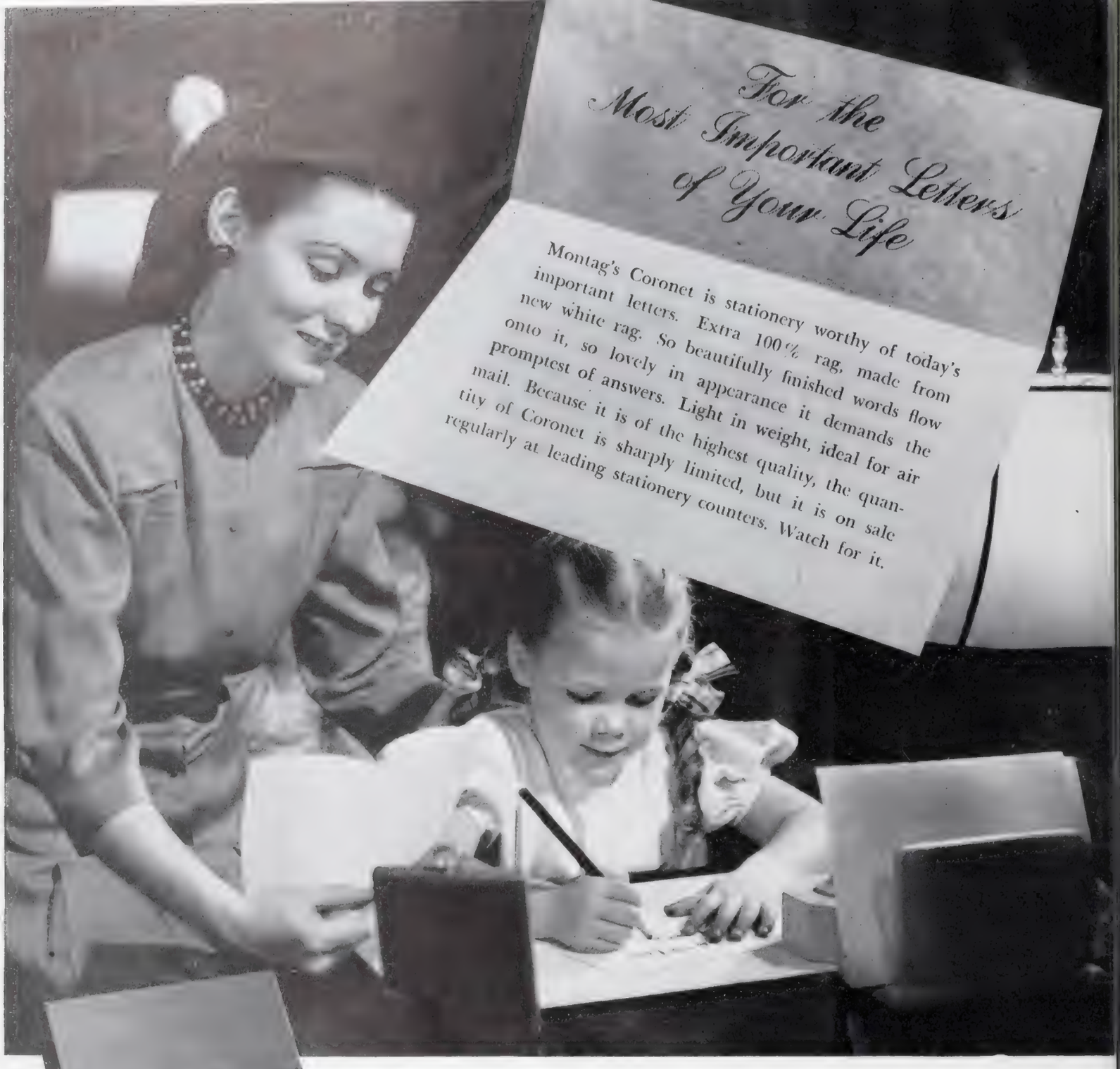
HELPFUL HOSTESS HINTS! *For fascinating and valuable book, "How to be a Successful Hostess" send 10 cents to Reed & Barton, Box 990, Dept.EE, Taunton, Massachusetts.*



Reed & Barton

Sterling Silver

ESTABLISHED 1824 — TAUNTON, MASSACHUSETTS



For the Most Important Letters of Your Life

Montag's Coronet is stationery worthy of today's important letters. Extra 100% rag, made from new white rag. So beautifully finished words flow onto it, so lovely in appearance it demands the promptest of answers. Light in weight, ideal for air mail. Because it is of the highest quality, the quantity of Coronet is sharply limited, but it is on sale regularly at leading stationery counters. Watch for it.



Montag's Coronet is available in white, pink and blue, pound papers and envelopes, and boxed combinations.

Montag's

Coronet

MONTAG'S FASHIONABLE WRITING PAPERS

SHEERLITE

LONDON CRUSHED BOND

Montag Bros., Inc. Atlanta 3, Ga. 230 Fifth Ave., N. Y. C.



MARTIN BRUCHL

FOR BETTER LIVING

There's a new pleasure to dining these days—for "Imperial Candlewick" Crystal really has that "something" you've been looking for to make a really smart table. Know why? Well, it's the discrete, complete simplicity of its pattern-round-the-edge—a pattern that lets the beauty of your treasured linens show through and become a *part* of the service picture. "Imperial Candlewick" hand-crafted Crystal may not be immediately available at your favorite store—but it's worth shopping for.

THE IMPERIAL GLASS CORPORATION, BELLAIRE, OHIO.

BURLINGAME PUBLIC LIBRARY Burlingame, Calif.

Their beauty makes the bed



SPRINGFIELD *Blankets*

BUY WAR BONDS

Sponsored and distributed by
WAMSUTTA MILLS
Makers of "Supercale" Sheets

HERE are blankets lovely enough to make you welcome cold weather! So beautiful on your beds . . . so warm and soft to sleep in . . . you will treasure your all-wool Springfields even more as years go by.

You will find Springfield blankets in four radiant pastel colors, richly bound in rayon satin. And when you buy, look for the Springfield label. It is your surest guide to the outstanding quality of "the trousseau blanket of America."

THE SPRINGFIELD WOOLEN MILLS COMPANY · SPRINGFIELD, TENNESSEE



henille bedspread, a pastel pattern on a white ground. Luster Loop bordered chenille rugs in matching design.

ou need not wait to buy new and lovely Lady Christina atter Rugs to brighten your room. You will find them in e better stores, but due to war demands, only a limited umber of Lady Christina Bedspreads are available now. hese spreads and rugs are the favorite in nice homes ecause they are colorful, pretty and easy to wash — an nportant matter in bedrooms. They come in dainty flower lors and also in deeper tones suitable for a man's room.

The creation of a famous designer, Lady Christina rugs and spreads meet a high standard of quality and will look equally right with reproductions or with more modern furniture. Made by the J & C Bedspread Company of Ellijay, Georgia.

Lady Christina
BEDSPREADS AND RUGS



Trail Ridge Road—Rocky Mountain National Park, Color

Someday—a rendezvous with the clouds

"WHEN IT'S OVER"—the open roads will again challenge your gypsy blood. Then a new Lincoln motor car, the smartest and finest ever built, will be the answer to your dreams . . . Go where the roads hang like bridges in the clouds. Travel the ribbons of highway that lace up the countryside. This Lincoln will have an appetite for new horizons. In town or country, it will transport you in smooth, silent elegance . . . Here, too, the Lincoln tradition for leadership will find fullest expression. Through the most advanced styling and precision engineering, Lincoln will continue to demonstrate the fact that "nothing could be finer."

Nothing could be finer

LINCOLN

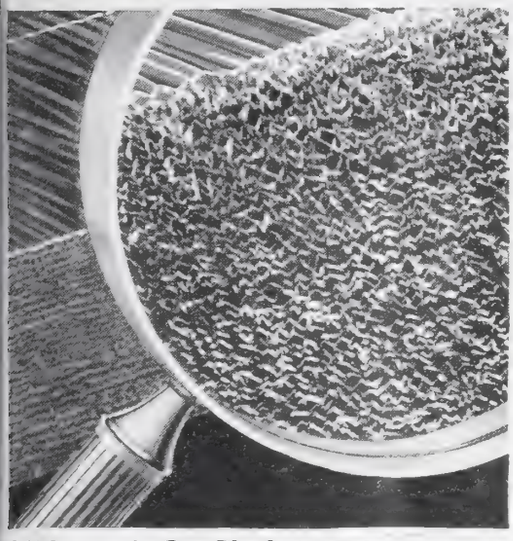
A PRODUCT OF FORD MOTOR COMPANY

Say, dad, this KIMSUL* is what they use to insulate our Quonset Huts up in Alaska

Yes, Bob, I figure that if the Navy uses it, KIMSUL must be a top rate insulation



Why many-layer KIMSUL is scientifically superior—easier to install



44† Layers in One Blanket—With 44 separate layers of insulation backed with heavy water-proof paper and stitched together, KIMSUL is scientifically superior to loose, bulk insulation in these important ways: (1) *Provides uniform insulation*—assures unvarying performance over every inch of insulated area. (2) *Retains original thickness*—no sagging . . . no sifting . . . no settling.



Installing is Easy as A B C—Anyone who can use a hammer can install KIMSUL. Put it between joists of the unfloored attic . . . or between rafters of the sloping roof, if your attic is floored. Extremely light in weight and compressed into a convenient, compact roll, you'll find KIMSUL easy to carry. And pleasant to handle . . . it contains no sharp, metal-like ingredients to irritate the skin.



Enjoy New Comfort—With KIMSUL installed in your attic, your home will be far more comfortable all year 'round. In winter you'll have warmth aplenty with as much as 30% less fuel. And summer will bring you an extra KIMSUL dividend in the form of a cooler, more livable home. Order KIMSUL today from your lumber or building supply dealer, hardware or department store.

6 More Reasons for Insisting on KIMSUL Insulation

Comes Compressed—Like a closed accordion, KIMSUL comes ready to take home in your car—compact and convenient. You s-t-r-e-t-c-h it to 5 times its packaged length when installing it.

Fire-Resistant—There is no insulation known that will make your home fire-proof. But the insulation must not add to the fire hazard of a wood frame structure. KIMSUL meets this requirement because it is chemically treated to resist fire.

Moisture-Resistant—KIMSUL will float indefinitely on water, proving its water-resistant qualities.

Stays Put—Once installed, KIMSUL does not sag, sift or settle.

Lasting Protection—Made of wood fibers impregnated with asphalt, KIMSUL lasts indefinitely. It is a permanent investment in your home.

Economical—Pays for itself in fuel savings; reduced housecleaning expense; added comfort.

[†*KIMSUL Double Thick Attic Insulation has 44 layers. KIMSUL is also available in Standard Thick (approximately 1") and Commercial Thick (approximately ½")*]

KIMSUL INSULATION
REG. U.S. & CAN. PAT. OFF.
A PRODUCT OF Kimberly Clark RESEARCH

*KIMSUL (trade-mark) means Kimberly-Clark Insulation

MAIL COUPON TODAY FOR FREE BOOKLET

KIMBERLY-CLARK CORPORATION HB-1144
Building Insulation Division, Neenah, Wisconsin
Please rush new Free Booklet with full information about easy-to-install KIMSUL Insulation.

We now live in ☐ Our Own Home ☐ Rented House ☐ Apartment

Name.....

Address.....

City..... *State*.....

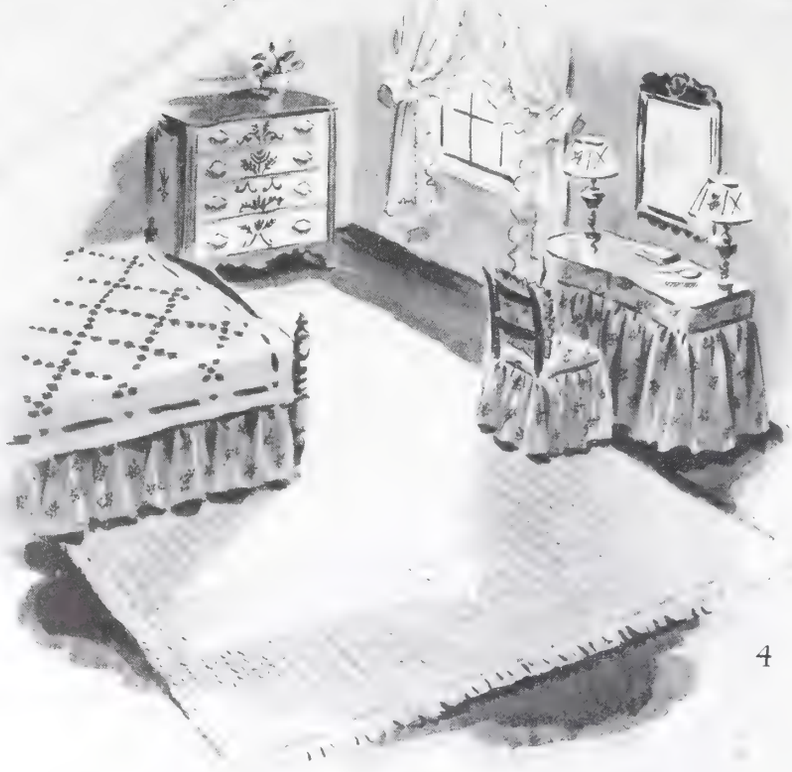


1



2

3



4

CARSON PIRIE
SCOTT & Co.

Chicago

There's a Back-Country Freshness

ABOUT THESE CITY-WISE FLOOR-COVERINGS

The breathe-deep, homespun look to life isn't limited, as you may think, to the hills, rills and tall timber. You can achieve it wherever you live. Set the pace by choosing floor-coverings gracious in their design, hospitable in their texture, free in their use of color, but wise in the way of city living.

1. Spinning Wheel Hooked Rugs of heavy rayon yarn, softly lustrous in their colorings.
2x4′ size 15.00 3x5′ size 28.50 4x6′ size 44.50

2. Mexican Mixed Yarn Hooked Rugs handsomely done in pastel colors...eggshell, dusty rose, blue and green.
2x4′ size 12.33 3x5′ size 21.10 4x6′ size 33.47

3. Beautitwist Rug with an unusually deep looped pile. In rose, blue, green, beige, white. Washable.
27″ round 4.25 22x36″ oblong 4.50 30″ round 5.25
26x48″ oblong 6.50 29x56″ oblong 9.50
32x62″ oblong 11.50 58″ round 19.95 4x6′ oblong 23.50

4. Clipper Craft Braided Rugs in mottled tones of beige, wine, green or blue.
27x48″ 7.50 3x5′ 12.50 4x6′ 19.95
6x9′ 45.00 8x10′ 67.50 9x12′ 89.50

5. Old Colony Rag Carpet in three hit or miss color effects. "Albuquerque" with red predominating. "Buzzard's Bay" with pastels predominating. "Bangor" with tan predominating. In 6′, 9′ or 12′ widths, or in the following rug sizes at 5.95 square yard: 6x9′ 9x12′ 9x15′ 9x18′ 12x12′ 12x13½′ 12x15′ 12x18′

Floor Coverings, Sixth Floor

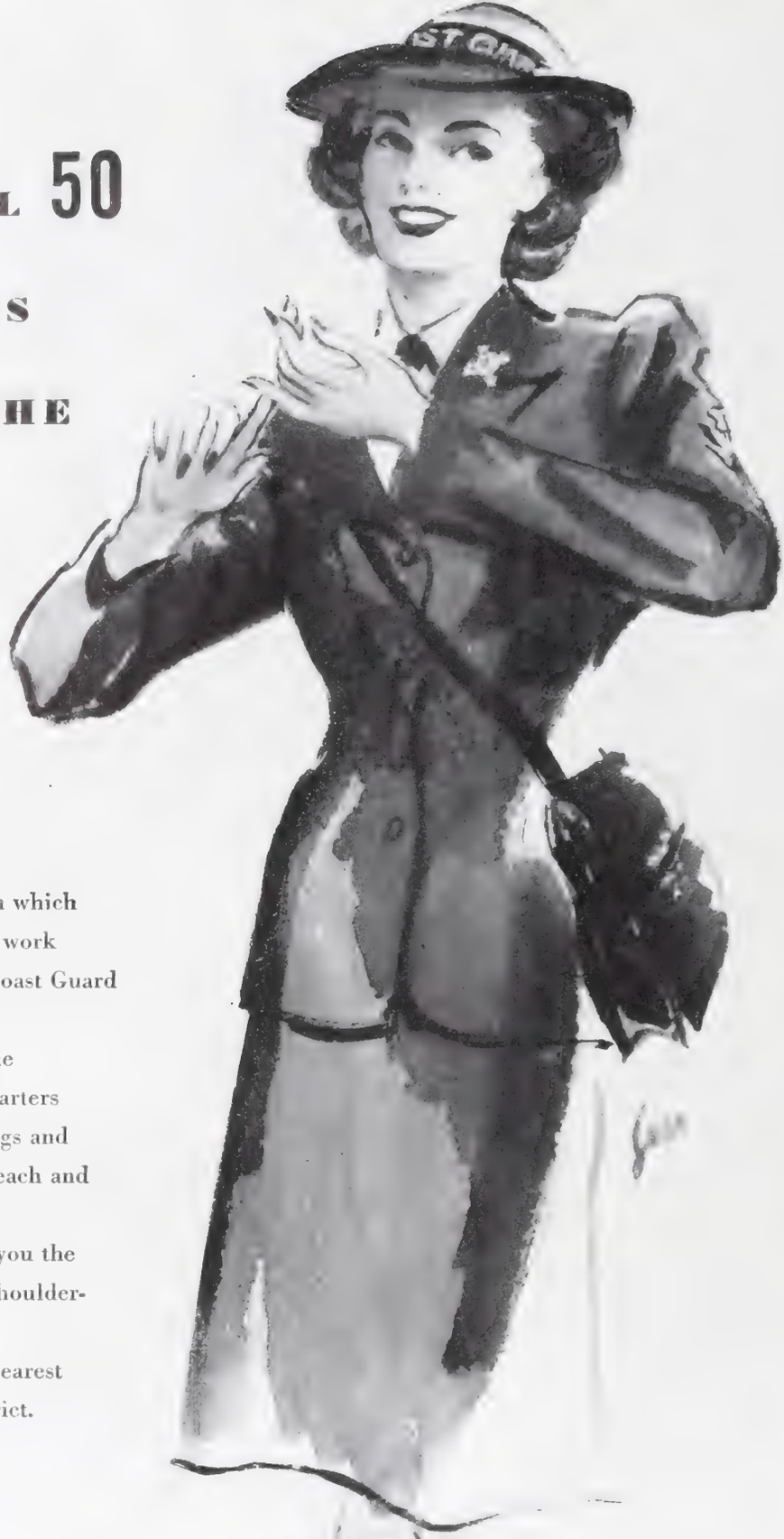
Mail Orders Filled



CARSON PIRIE SCOTT & Co ★ ★

Chicago

THERE ARE STILL 50 GOOD REASONS FOR JOINING THE SPARS



Versatile! That's the U. S. Coast Guard, in which the SPARS do dozens of different kinds of work at air bases, training school stations and Coast Guard offices from San Diego to Cape Cod.

SPARS and Coast Guard tars get the same starting pay—$141 a month, including quarters and subsistence—and have the same ratings and promotions. SPARS are trained at Palm Beach and wear a Mainbocher-designed uniform.

But, best of all, being a SPAR will give you the satisfaction of doing a really important "shoulder-to-shoulder" job for Uncle Sam.

Why not get the whole story. Ask the nearest SPAR Recruiting Office in your naval district.



Our war work, at Whiting & Davis, is a very special Service job, too. It has nothing to do with making bags. But after Victory there will be Whiting & Davis mesh bags for you again . . . to go "hand in hand with fashion."

WHITING & DAVIS CO.

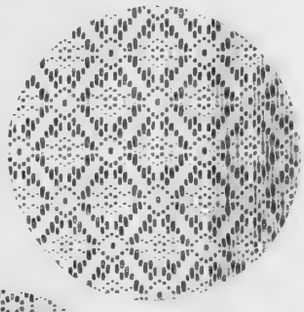
Plainville, Massachusetts

"SNOWFLAKE"
(Illustrated on
window at right)

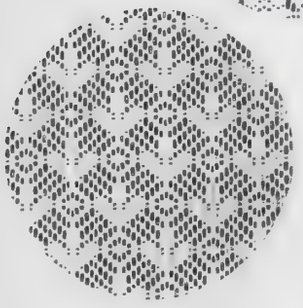


"WHEAT"

"DIAMOND"



"ARROWHEAD"



Below: Rayon Ninon curtains by Zionet . . . 43″ wide. In antique ivory. Three lengths . . . 68″, $3.95 pair; 81″, $4.65 pair; 90″, $4.95 pair.





Bright Outlook Always with Exquisite Curtains by Zionet

Gossamer-sheer curtains that let in the light and keep out the glare! Stunning in any room—town or country. Sturdy, washable . . . beautifully made by Zionet . . . headed at the top and ready to hang.

Above: SHEERETTE in "Snowflake" pattern . . . shadowy lace curtain. Comes also in three other patterns—"Wheat," "Diamond" and "Arrowhead" (shown in inserts above). In Eggshell only. 78″ length, $2.95 pair. 87″ length, $3.35 pair. Separate panels, 78″, $1.95 each; 87″, $2.25 each.

JOSEPH HORNE CO · PITTSBURGH



ONE diamond; ONE desk

They were so in love, the lieutenant and his girl. You knew it from the way she took a shy peep at her new diamond; from the way he looked so awed and masterful all in one.

They had seen the desk in the window. They hadn't planned to start their home until "after." But they wanted this one piece. Then he could think of her writing to him on it.

They bought the desk. The foundation of a home. A desk for the years, from which will go love letters, birth announcements, wedding invitations...the cycle of a family's life.

Perhaps you can't do all the things for your home that you want now...war bonds come first. But when you can, come to Sloane. Homes have been our life for over a century. We know what fortresses they are. We believe they should be the best and finest we can create.

W+J SLOANE

FIFTH AVENUE AT 47TH • NEW YORK

WASHINGTON, D. C. • SAN FRANCISCO • BEVERLY HILLS • WHITE PLAINS



SHENANDOAH WARE . . . to bring new drama to your table! You'll love the handsome patterns, the expensive-looking simplicity of the design, the brilliant luster . . . all yours at budget prices. And remember, the sparkling colors will never lose their radiant beauty no matter how much you use them. Because . . . unlike other types of pottery where the designs are applied *over* the glaze . . . in Shenandoah Ware all the colors are hermetically sealed *under* it . . . so that they can never fade or wear off.

20-PIECE STARTER SET FOR FOUR *about* **$6.00**
53-PIECE SERVICE FOR EIGHT *about* **$20.00**
SERVICE FOR TWELVE *about* **$35.00**

ALL AVAILABLE IN OPEN STOCK

AT BETTER STORES EVERYWHERE • OR WRITE THE MAKER • THE PADEN CITY POTTERY CO. • PADEN CITY, WEST VIRGINIA



LOVELY CURTAINS AND DRAPERIES

For Wide-Awake Windows

Lovely trio to dress up your home! The rich rayon faille drapery has an exquisite plume design, broken by decorative bows. The well tailored, sheer rayon marquisette panel curtain is color-fast and sun-fast. And the dainty Priscillas are of fine "Bridal Veil" marquisette . . . "Stay Starched" to resist dampness and dirt.

Rayon faille "Regency Plume" draperies by Riverdale.
Rosy-Red and White, Blue and Chartreuse, Green and Off-White. 45" wide. (lined) About $17.00 a pair.

"Everset" rayon marquisette panel curtain by Vogue.
Eggshell only. With custom-size hems, 1½" side. 3" bottom, 78" length, about $3.50 a pair; 90" length, about $4.00 a pair.

"Bridal Veil" [illegible] marquisette tie-back curtains by Vogue [illegible] and hemmed for [illegible]. Bone rings on [illegible] ruffles. Two [illegible] 90", about $1.[illegible] pair.

AVAILABLE AT THESE FINE STORES

ron, Ohio.....Polsky's
timore, Md.....O'Neill's
se, Idaho.....Hdqtrs. of C. C. Anderson Stores
ton, Mass.....Jordan Marsh
ton, Mass.....Hovey's
ler, Pa.....Troutman's
cinnati, Ohio.....Rollman's
umbus, Ohio.....Morehouse-Martens
nellsville, Pa.....Troutman's
las, Texas.....Titche-Goettinger

Du Bois, Pa.....Troutman's
Grand Rapids, Mich.....Herpolsheimer's
Greensboro, N. C.....Meyer's
Greensburg, Pa.....Troutman's
Harrisburg, Pa.....Pomeroy's
Idaho Falls, Idaho.....C. C. Anderson
Indiana, Pa.....Troutman's
Jackson, Mich.....Field's
Kansas City, Mo.....Peck's
Lake Charles, La.....Muller's

Latrobe, Pa.....Reed's
Lebanon, Pa.....The Bon Ton
Lowell, Mass.....The Bon Marché
Lynchburg, Va.....Guggenheimer's
Malden, Mass.....Joslin's
Minneapolis, Minn.....Donaldson's
New York City.....Gertz, Jamaica
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Syracuse, N. Y.....De
Tampa, Fla.....Maas Broth
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"Thanks for the music, Brooklyn!"

LIKE A CRUELLY HURT EAGLE, the big Fortress fought the headwinds back to her base.

Inside, ten tired men begged their minds to forget the hell they had lived through.

Then, like the singing of angels, music came through the intercom. The Brooklyn kid at the radio had tuned in a broadcasting station.

And each man was at peace and home again . . . remembering through music all the little, wonderful things of the wonderful, free life he had lived . . . and was fighting to protect.

YOU CANNOT DESCRIBE MUSIC any more than you can describe love. It's . . . just music And it's sometimes the most important thing in the world.

That's why we made Stromberg-Carlson radios to bring you the *real* music, with all its tonal shadings and richness.

We aren't making such instruments today—for our sole job and obligation is making communications equipment for war. But tomorrow, you will find a wide range of fin Stromberg-Carlson radios and radio-phonographs, many equipped to bring you the magic of FM at its best. Through them you will enjoy music and speech brought to you with amazingly natural tone and beauty.



OUR "E" FLAG means many things to the men and women of Stromberg-Carlson. It means . . . keep turning out the equipment for our fighting men. It means . . . keep buying War Bonds till it hurts. It means . . . give blood to the Red Cross. It means . . . keep praying and working for victory to bring our boys home!



In radios, television, telephones, sound equipment . . . there's nothing finer than a

STROMBERG-CARLSON

A half-century of fine craftsmanship

In Canada, Stromberg-Carlson, Lt

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RICH'S *Atlanta*

Cherries Ripe

Oh, what foods these morsels be . . . to lend their charming color and bright blossoms to beautiful WILENDUR prints! Draperies, towels, valances, aprons of by-the-yard toweling—napkins, mats, tea cloths ready-made . . . and you'll find your kitchen and dinette all ready for real epicurean delights!



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Please send:

Amount		Price
	17-inch Toweling @ 55c yard	
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City..... .....State
Cash ( ) Charge ( )
Add 15c postage on prepaid orders.

Christmas Cheers!







Send the mountain to Mahomet! Reverse the old proverb—if they can't come to Hammacher Schlemmer's, send Hammacher Schlemmer's to *them* . . . with our combination of gift certificate and latest booklet.

THREE BASKETS OF CHEER. 17 mouth-watering delicacies in the squared-off basket. **$29.95**

15 items to delight any gourmet, in basket with handle..... **$17.75**

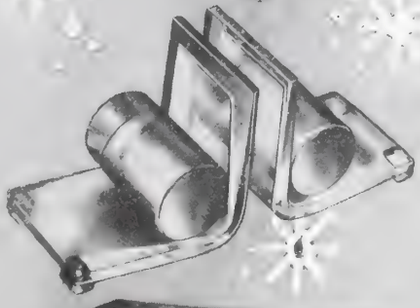
Three 25-oz. bottles of eggnog . . . add milk, cream or extra spirits as taste or fancy dictate. **$10.85**



WHAT'S GOING ON HERE? Get a strato-liner's view of the world with a light in it. Illuminated globes, 12" diameter.

Table model..... **$20.00**
Floor model..... **$27.50**

TRAY BAR. To follow the party around with, or vice versa. Sturdy, 18" x 24½", 32½" high. Pickled oak with red or green linoleum top; mahogany with tan or green..... **$16.50**



MIRACULOUS SILVER CHEST. Look for the silver-saving lining. It keeps tarnish and stains from your silver. Holds over 125 flat pieces. 11" x 16¾" x 4"..... **$11.00**

With drawer, holds over 200 flat pieces **$16.00**



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Certainly, Many of Our Toys are *Not* SCHWARZ Grade

How can they be when we can't put steel axles on a toy wagon, or a metal barrel on a gun, or soft resilient kapok stuffing in a cuddly little animal or doll? How can we have fine scientific sets without fine lenses for microscopes, or chemistry sets minus many chemicals?

So! Shall we have no toys? Shall we refuse to make, or buy, or sell anything that doesn't match our pre-war standards? We know children too well for that. They generously said good-bye to precious priority materials and metals for the duration, long ago. But they would like the best toys that substitutes can provide—and these we are getting for them.

Leading toy makers, who have worked closely with SCHWARZ for years have cooperated loyally to give us the best toys they can produce. But even substitute materials are hard to come by and the critical manpower and machinery shortages have cut output to a minimum.

Another thing! We used to pride ourselves on the way we packed your orders. Now some of our packin is not up to standard—your toys may reach you in r claimed cartons—you may find less padding for we ar limited as to what we can use, and justifiably so, by go ernment regulations.

And not all of our service now is prompt service. W simply can't get enough help to maintain the standard yo have heretofore enjoyed.

So here we are, America's oldest and biggest toy shop on the threshold of Christmas 1944, doing the best we ca under trying conditions. But with total victory brightl close, we look forward to getting our 1A materials out o khaki and blue in time for Christmas, 1945. Then we hop to have enough toys for everyone—the quality of toys yo have for so long associated with the name F. A. O. SCHWARZ And that will be a better Christmas, a merrier Christmas and a happier Christmas for our children, who gave up their toys to help make it so.

F. A. O. SCHWARZ

745 FIFTH AVENUE, NEW YORK 22, N. Y.

*℅ F. A. O. SCHWARZ



oggone it folks-how can Harry and I lit this Royal Riviera Pear 3ooo ways?



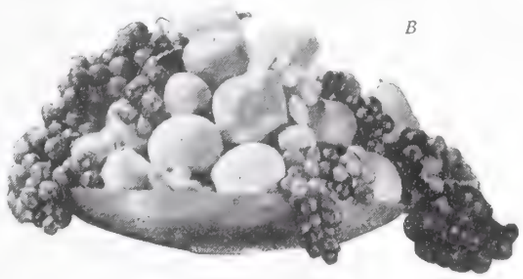
n you get right down to it, Harry
are in the business of making
e happy. So we felt low enough
wl into a gopher hole last year
we got down to our last Royal
ra Pear—and still had 3,000 more
mas orders to fill.

GOSH, WE'RE SORRY

when they're as generous and juicy
t blushing beauty up above you
split a pear 3,000 ways.
this year, for Pete's sake, please
send your Christmas order unless
ailman left our literature at your
house. We never thought we'd have to say such a thing. But gobs of our neighbors up here in Oregon's beautiful Rogue River Valley who usually come in to help us, have gone to work in war factories. Harry and I just can't begin to pack all the Royal Riviera Pears and baskets people want.

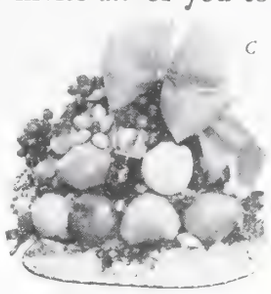
WE'RE ON PINS AND NEEDLES

To you regular customers who get our literature we say: Send your orders in right now! And to the rest of you folks:



B

Well, we've got our fingers crossed. Next year things may be a lot better. Then we hope to invite *all* of you to thrill friends with the world's most welcome Christmas gifts — the kind it takes more thoughtfulness than money to give.



C

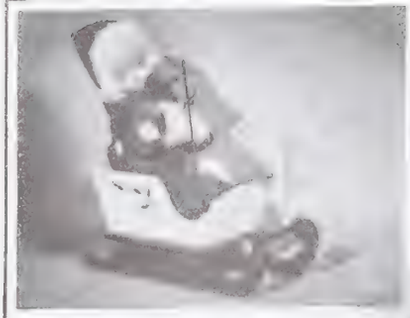
Harry and David

AT BEAR CREEK ORCHARDS, MEDFORD, OREGON

A. is a box of our Royal Riviera Pears—wish we had enough for everyone.

B. is the kind of fruit (and delicacies, too) that members of Harry and David's Fruit-of-the-Month Club get all year 'round.

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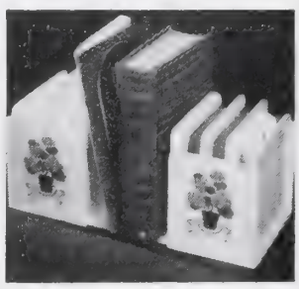
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WINDOW

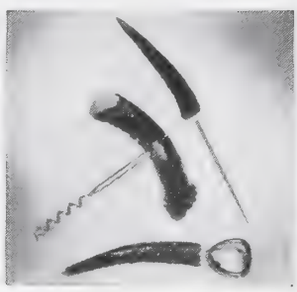


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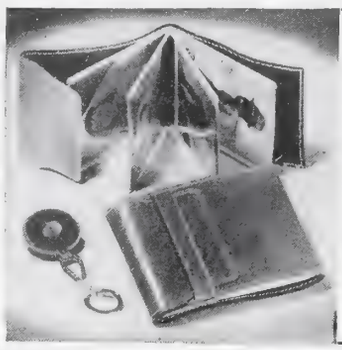


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This is one of those rare items w... seeing is wanting. They're book *plus*, because they combine a little filing system for grocery paid and unpaid bills, letters, menus, laundry lists, insurance no... pencils. Snow white with red geran... (kitchens) or mahogany finish. ... prepaid. Ralph G. Moore, Merrick, ...



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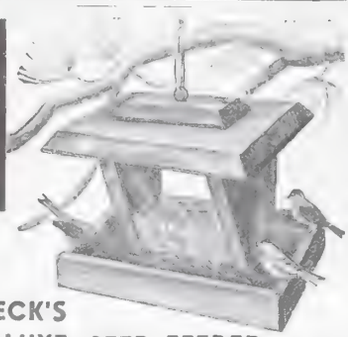
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Madolin Mapelsden

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All prepaid within 300 miles of Boston. Beyond 300 miles, add 10%; beyond 1,000 miles, add 20%.

SEEDSMEN SINCE 1818

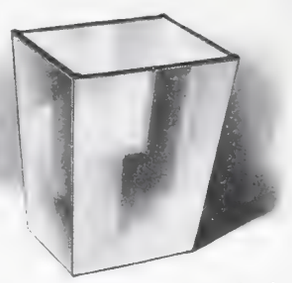
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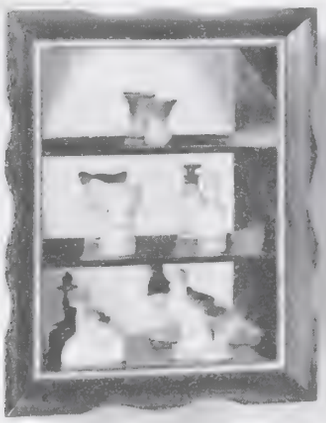
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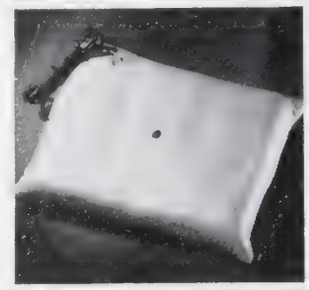
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NEW BEDFORD MASS.

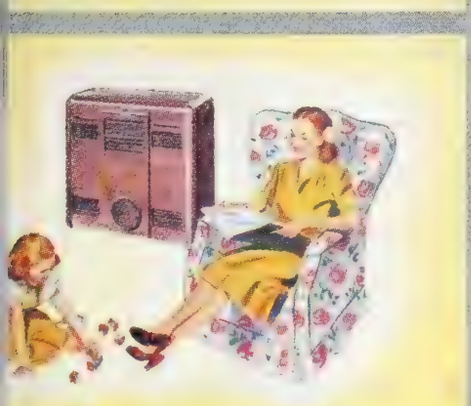


NORGE

HOUSEHOLD APPLIANCES









Ready for today

Without interfering in any way with the steady flow of war materials from our factories, we are now producing a brand-new, full-size, full-quality gas range. Dealers everywhere are now making deliveries of this new streamlined product to those who have the requisite O.P.A. certificates, and if you come within this classification we suggest you visit your Norge dealer at once. Inspection of the new 38-inch Norge will reveal that it is styled for the future, is constructed of heavy, quality-proved materials and is complete with value features that identify it as a range you will be proud to own in the years to come.

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In the Norge factories the production pace on war assignments continues, but we now can at least *think about* and *plan for* the other appliances we will build when the victory is complete. The postwar Rollator refrigerators, electric ranges, washers, gas ranges and home heaters will be real *products of experience* . . . the new skills and techniques we acquired in war production will result in their being *better designed, better engineered, better built*. You can look to Norge for a continuance of the quality for which Norge is famous . . . you can look to Norge for *better products for a better world.*

NORGE, A BORG-WARNER INDUSTRY

Norge is the trade-mark of Norge Division, Borg-Warner Corporation, Detroit 26, Michigan. In Canada. Addison Industries, Ltd., Toronto, Ont.

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"for outstanding production of war materials."

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Bonded Beauty

FOR YOUR NEW **SLIPCOVERS AND DRAPERIES**

All the loveliness of nature has been captured in Waverly☆ Sister Prints for your enjoyment season after season... through countless washings, cleanings, exposure to the brightest sunshine. And this perennial beauty is *guaranteed*, for behind each Waverly Sister Print is the famous Waverly Bond, your certainty of satisfaction when you buy Waverly Willowwood, Glosheen or Clipper Cloth for your slipcovers, draperies or other purposes. Ask to see the Waverly Bond when you buy these fabrics.



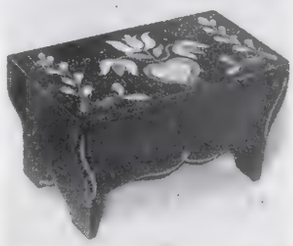
WAVERLY *Bonded* FABRICS

DIVISION OF F. SCHUMACHER & CO. • 60 WEST 40th ST., NEW YORK 18, N.

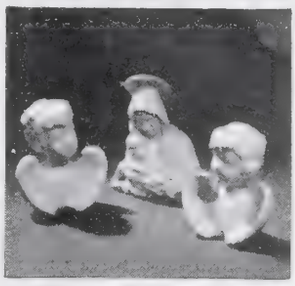
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XTRA ROOM UNDER FOOT. y hasn't someone thought of this ore! It's an authentic reproduction a Pennsylvania Dutch foot stool. But e the top off, and it's a secret storage ce for knitting, sewing, your hus- d's slippers and pipes or the dog's ongings. 15" x 8" x 8" high, it comes jet black, Dutch blue, gray, or nat- l pine. $5 postpaid. Mayfair Gifts, est Hills, N. Y.

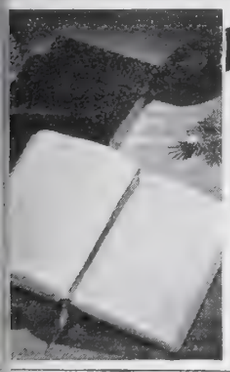


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SPRINGFIELD · MASSACHUSETTS

Yes, you can have
Brownell Holly
AGAIN THIS CHRISTMAS

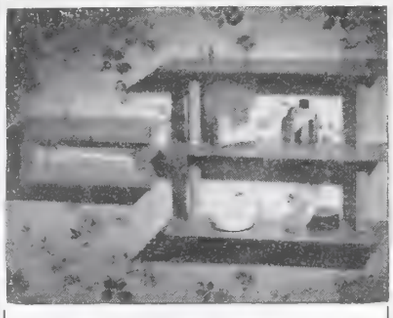
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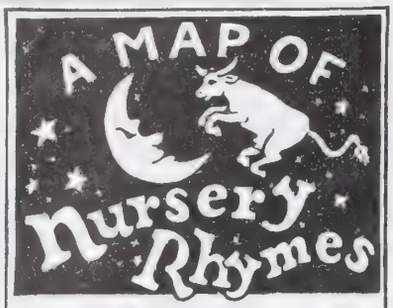
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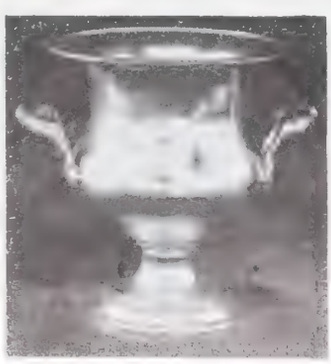
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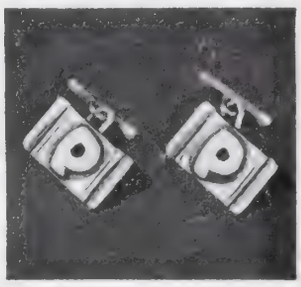
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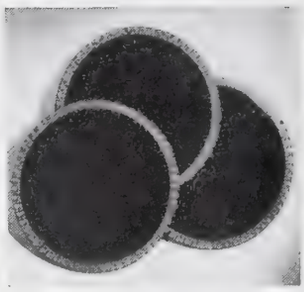
WINDOW



HIGH-CHAIR BRIGADE. Ta manners are not made in heav They're the result of early training, if you make your toddler's dinner l attractive the job's much easier. Leath ette high-chair mat and bib are clea with a damp cloth, come in pale pink blue with hand-painted figures baby's first name. $2.50 plus 10¢ p age. Anita Gardner, 105 E. 57th New York 22, N. Y.



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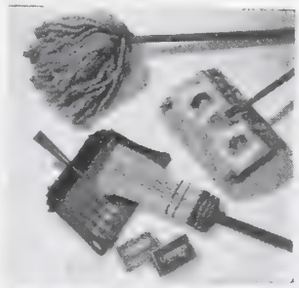
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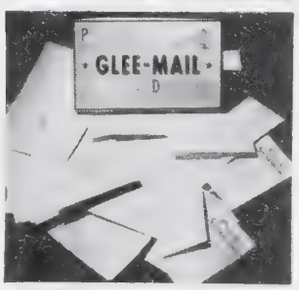
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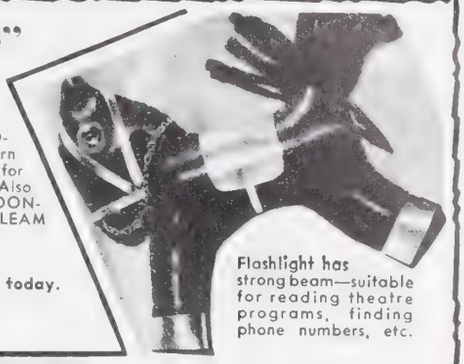
E MAIL. If there's a teen-ager r life, be sure you put this screw- ationery on your Christmas list. udes such hair-raising gags as a police summons, a tax delin- notice from the Dept. of Infernal ue. There are 3 each of 9 dif- shockers with matching envel- Good for grown-up jokers, too. stpaid. Miles Kimball Co., 33 a Blvd., Oshkosh, Wis.



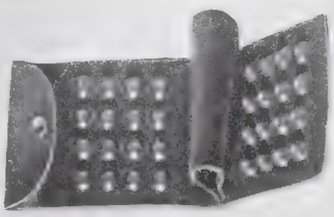
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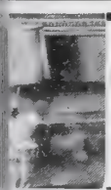


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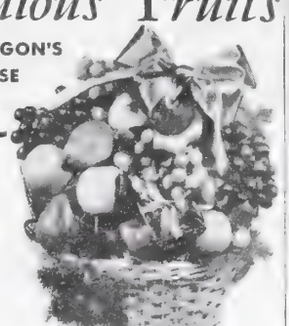
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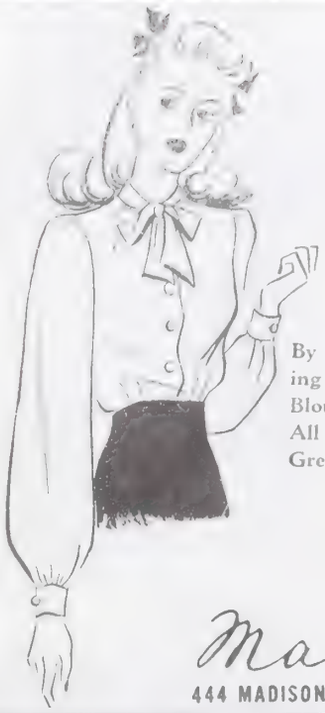
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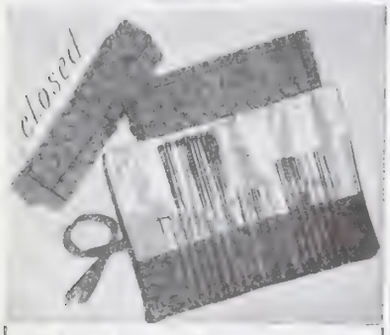
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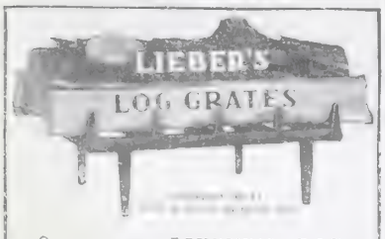
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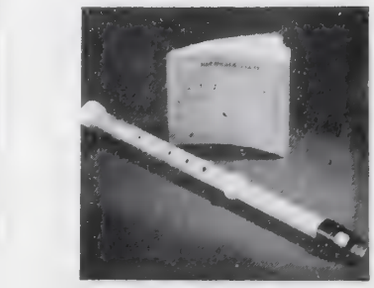


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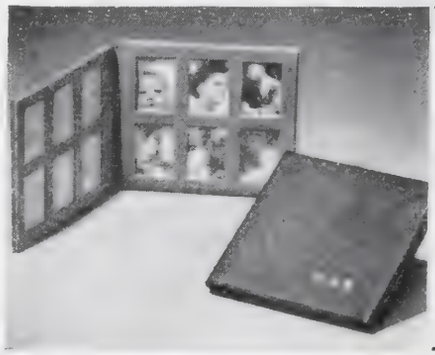
MAGIC FLUTE. This has be first experience with a Recorder and for a full hour our office so as though the Philharmonic were ing up. Return to the typewrite the clack of keys was a sorry s tute. Both educational and a toy, very superior gift and because it's of wood the tones are true. Just ppd. Bleazby's, 31 E. Adams St troit 26, Mich.



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A CLEVER new convenience for card players. The all-purpose, portable playtable for small apartment, den or recreation room. New improved model. Attractively finished, substantially made, sturdy legs. Nothing to loosen or wear out. *Now custom made—delivery within 10 days.* Only $34.50 Express collect. Money refunded if not pleased. Makes an ideal gift.

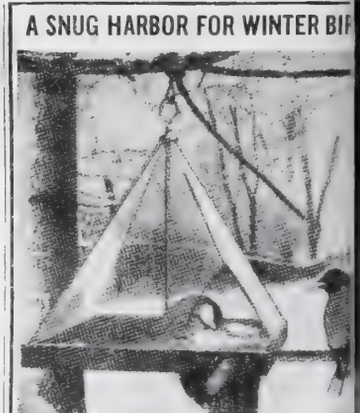
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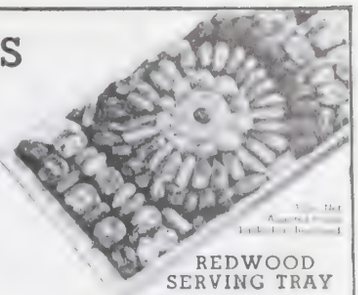
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I ship my luscious California fruits and confections direct to your friends, enclosing your card. Giant stuffed figs, thin-skinned black figs, new crop dates, candied cherries and pine-apple, and delicious fruit and nut confections.

Beautifully packed in handsome Redwood boxes. Order several for yourself and to give to your important friends. Satisfaction or your money refunded.

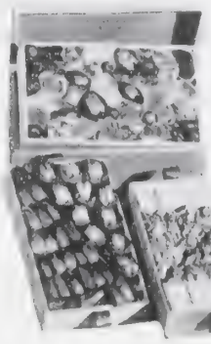
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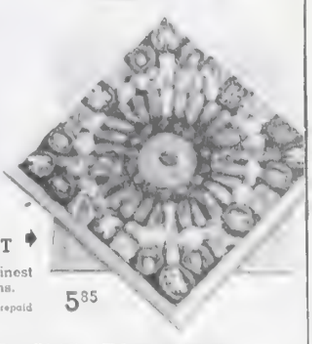
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Sizes to 11 Similar style in black or brown alligator calf; also black suede.

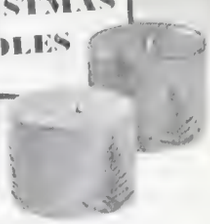
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There is real holiday spirit in the haunting scent and soft light of bayberry candles. Six hand dipped candles in the exquisite bayberry color, 6" long, are packed in a Christmas box with friendship verse for $1.75 post paid.

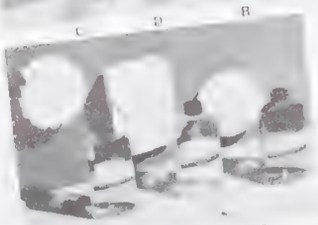
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Attractive Christmas box containing one wall perfumer and one 2-ounce bottle of scent: $1.00.

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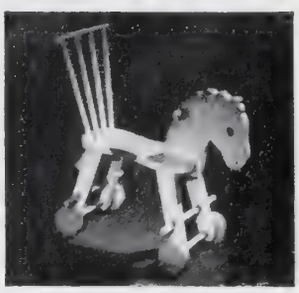
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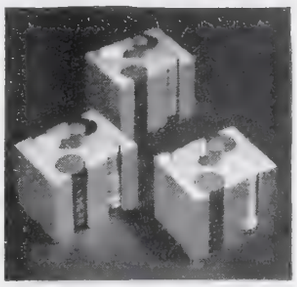
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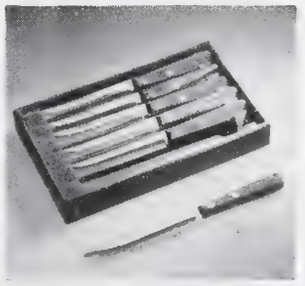
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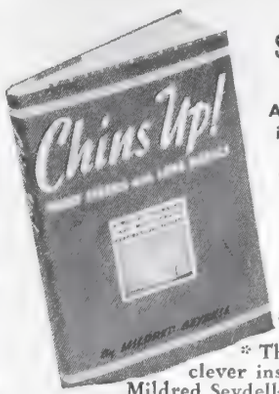
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CHILDREN'S "ZOO" ENSEMBLE

• Their animal pals always on hand to give their sleeping, eating and bathing routine the zing of a three-ring circus. All the pieces in the ensemble are of easy-to-launder white cotton printed with figures in black and brightest red. Large towel in terry cloth to match.

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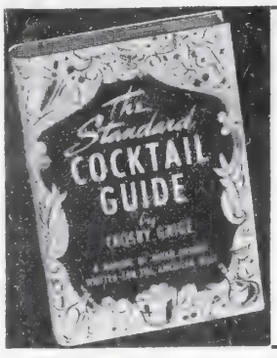
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3 lbs. $3.75..5 lbs. $6.20..10 lbs. $11.75

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4 lbs. $8.00

(Express charges additional)

maison glass
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NEW ENGLAND *Classic Simplicity*

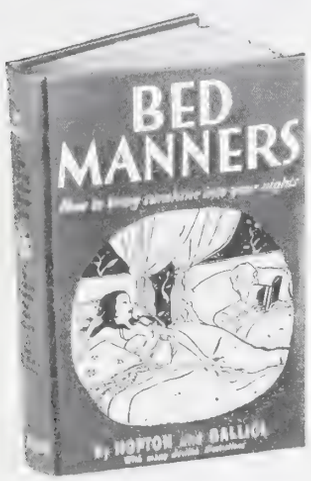
The classic treatment of this distinctive lyre wall bracket will harmonize beautifully with Colonial, Empire and Federal periods of home decoration. In soft mat black with gold color accent. Hang it singly or in pairs with green potted ivy or chaste little statuettes.



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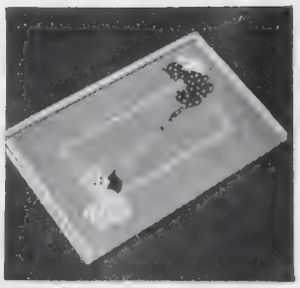
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$3.00

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Enclosed is $3. ☐ Send Mine C.O.D. ☐

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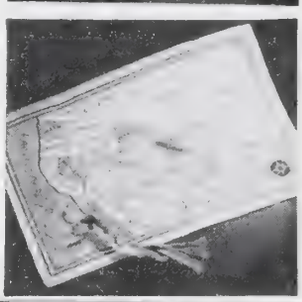
WINDOW



KID STUFF. We're constantly the prowl for good children's i having kidlets of our own to cope and this comes highly recommer The wooden tray, 17" x 11", fits a table edge so lambie pie can't his spinach flying. With it comes a position mat with 2 calico cats and child's first name. Pink or blue. $3 Add 25¢ W. of Miss. Evelyn Reed, Madison Ave., N. Y. C. 22.



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Left: Hand-painted milk glass reproduction of oil lamp. Polished brass base and fount. Excellent for use on the vanity, dresser, mantel or desk. 16" high overall. Electrified. **$15.00** each.

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Artcrete DeLuxe Bird Feeder

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A real Christmas present for the Birds and You. A humane and attractive addition to the garden made of weather proof white cast stone. Holds a large supply of food, protected from the weather. Much of the natural habitat and food of our native Birds has been destroyed by man's activities. When snow covers the ground, we must feed our feathered friends, if we hope to enjoy them and have them with us.

Price **$17.50** freight collect.
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This "Swiss" weatherhouse, made in the U.S. PREDICTS the WEATHER IN ADVANC Has thermometer on front . . **Guaranteed Work.** When the witch comes out watch bad weather, the girl and boy indicate weather. Acts with amazing accuracy. Weath house is 7 inches high and 6 inches wide. Shipp complete ready to use. As illus. $1.69 prepa

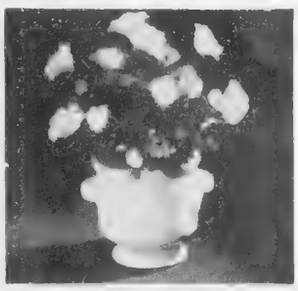
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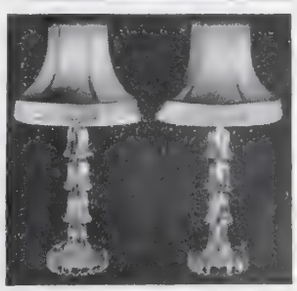
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nt glass plate is a piece to cherish,
d this is our favorite design. The
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d — who knows — the beginnings of
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ace that fatal question is decided is
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Set
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Phosphorescent. Glow in the dark. Set includes 12 pieces, each about 2" high.

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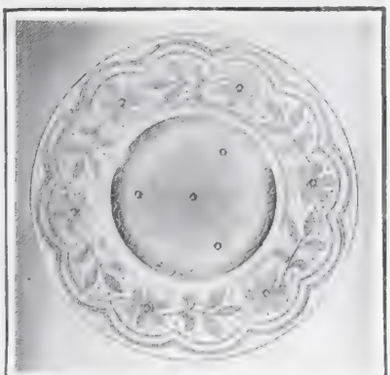


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Handmade dolls, gay as a fiesta, are wonderful for children, just as wonderful for collectors. Limbs are on springs so they can sit or stand. 9" high and gift wrapped!

$3.50 postpaid

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Forest Hills **New York**



Lacy Sandwich Glass

Salad or dessert plates 8¼"
Set of 8—$3.00

These have all the sparkle of fine old glass —it would take a connoisseur to tell the difference. The pattern is one of the most beautiful we've ever seen in this type of glass. Anyone who loves old glass would be so happy to have these to add grace to her table service.

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Add 60¢ for delivery, or express collect.

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Ely's Famous Hand Painted GAME BIRD HIGHBALL GLASSES

New series just out! We predict that these handsome highball glasses will be first in the gift "hit parade". They are sure to be the season's favorite gift item for sportsmen. Six of America's best-known game birds hand painted in full color on sparkling crystal, then fired for permanence. Glasses are of leaded crystal with heavy sham base. Highball (as shown), old-fashioneds or cocktail sizes. Six for **$9.00** postpaid. (Add 25¢ west of Miss.)



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Carefully made from heavy, beautifully grained, natural birch and highly polished, these monogram book ends are the personalized gift "find" of the season. Only recently introduced we have already shipped thousands of pairs to all parts of the country. Natural finish 5½" high, 5½" long. Felt base. A wonderful value at $3.50 per pair postpaid.

Write for free gift catalogue

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FOR TOASTED TOES

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This all-purpose spacious compact holds plenty of powder and a sifter which allows just the right amount to come through, a silken-like puff and the correct size mirror.

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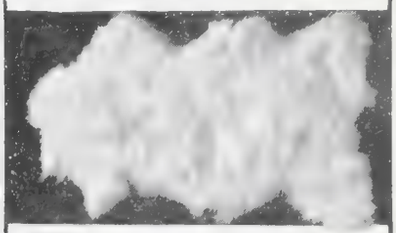
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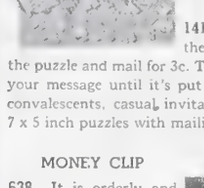
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WHITE SHEEPSKIN RUG FROM THE ANDES

537. Those long-haired sheep that roam the slopes and plateaus of the Andes Mountains grow a fur unlike other sheep — long, thick and silky. Stepping onto a rug of this white fur is pure, unadulterated luxury. Nothing could possibly please a woman more. A single skin rug like the one pictured averages about 2 x 3¼ feet..... **$9.50**



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MONEY CLIP

638. It is orderly and safer to clip bills together. Both men and women use it. Made entirely of sterling silver engraved with any 3 initials you order $3.00
Plus 20% Federal tax ..... .60
$3.60



Allow one week for engraving

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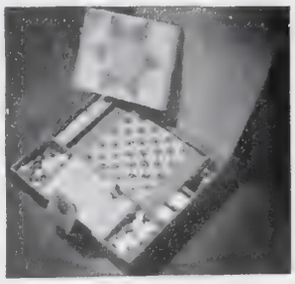
WINDOW



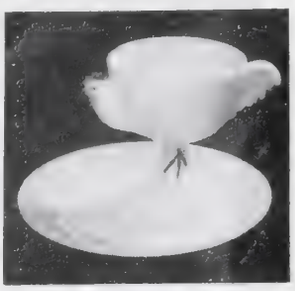
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Antique white craquelle cigarette box, 3½"x5", monogrammed in gold, three initials; two matching ash trays 5.00 postpaid anywhere in U. S. Send check or money order with desired initials.

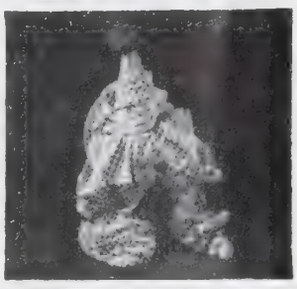
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NAME YOUR GAME. Most m love games, and this is a se made order for your husband's Christm The stitched saddle leather case ha snap closing and contains 7 popu games: Backgammon, Chess, Checke Chinese Checkers, Gin Rummy, Put Take and Poker Dice. 7¼" x 6½", can be monogrammed. $16 incl. tax a postage. Black Starr & Gorham, Fi Ave., at 48th St., New York 17, N.



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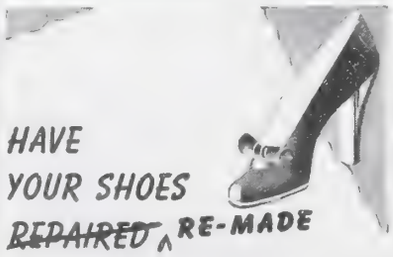
HE'S A CLOWN. He's gay a giggle and filled with the great wa hearted humor that children love understand. He's entirely hand ma his features are embroidered on wh cotton lisle and his body is generou stuffed with new white cotton. He dressed in gingham or seersucker his hat and suit are removable. 22" $5.98 exp. coll. No C. O. D.'s. Children's Shop, West Hartford, Co



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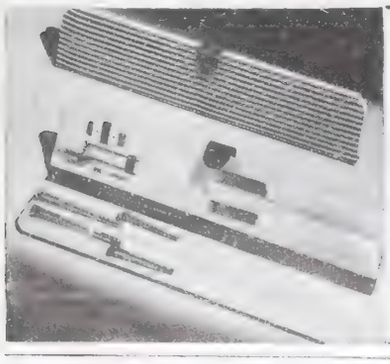


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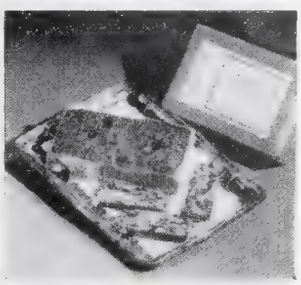
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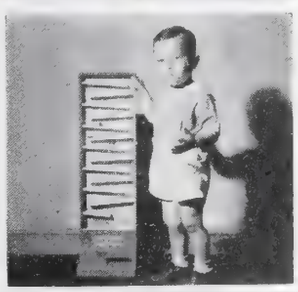
PRETTIEST TREE IN TOWN. Don't let the shortage of ornaments get you down. Instead, revive the old custom of making your own tree decorations. You get material and instructions for making six gay and shining figures (Santa, angels and choir boys), and you'll be terribly proud of your handwork when you see them swinging from the fragrant branches. $1 for 6. J. Polshek, 56 Seventh Ave., New York.

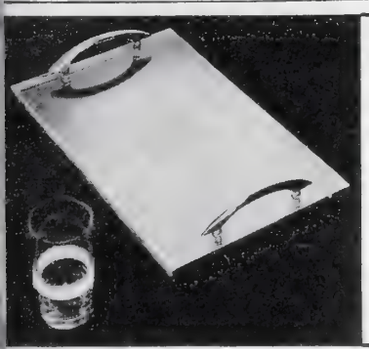


HOLIDAY HOSPITALITY. Aunt Nancy's Rum and Brandy Cake is just as good as it sounds, and you'll serve it in sliver slices with port or sherry. Made with eggs, butter, flour, shortening, sugar, salt, honey, fruits, nuts, spices, rum, brandy, and sherry flavor, it weighs 1 lb., 10 oz. and comes ready for mailing. $1.75 postpaid. Roll Biscuit Co., 827 Broadway, N. Y. C. 3.



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Smart crystal heavy-based highball glasses, ringed with plastic of different colors for identification. Set of 8, **$8.75** *postpaid*

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Please send me free Gift Catalogue
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Season's Greetings I'm sincerely sorry that this year I'll be able to supply only my regular customers with Oregon Mountain Meadow Preserves. But when the war is won, there'll again be plenty for all, and new friends may then discover the delicious goodness of preserves made in the old-fashioned Jane Amherst way!

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Curtis



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Durable custom-made radiant WHITE genuine leather harness. Visible at night! Handsome by day! Also black and brown and plain WHITE. Military styling with pet's name engraved on plate. Red, White, Blue V's for Victory in light-reflecting Leather-lite. Patented design, comfortable, adjustable . . . for any size dog. Order C.O.D. $3.50 plus postage. (Or send $3.50 we pay postage.) 5½ ft. matching WHITE, brown or black lead, $1.50. IMPORTANT: Take pet's BODY girth at foreleg with string. Send string and pet's name.



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$12.95 the pair *(express charges collect).*

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WINDOW

TOY CHEST and BENCH

Hand painted—with child's first name on lid!



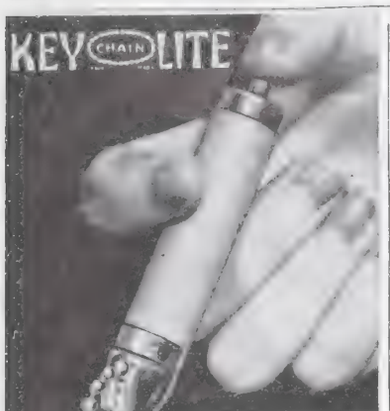
A "treasure chest" for your little boy or girl's toys and a sturdy bench for the nursery all in one. Gayly decorated by hand with toyland's most familiar objects. A spacious chest that will hold all the toys owned by the average youngster—a most useful and attractive piece of furniture for a child's room. Encourages neatness and orderliness. Of beautifully grained, natural pine. 26" long, 16½" high, 15" wide. $12.50 postpaid. (Add 50c west of Miss.)



"Buffie" . . . the lifetime teddy bear!

Made of genuine Bolivian lamb's fur (lamb skin with the wool left on) "Buffie" can take any amount of rough handling and still come up for more. He is tough but oh so gentle! Soft, warm and cuddlesome. Sterilized and washable. Buffie is creamy white and stands 18½" tall. Make your youngster's life complete by giving him or her this adorable teddy bear. Packed in attractive gift box. $8.95 postpaid. Junior size "Buffie" 15" tall $6.95 postpaid.

mayfair Gifts 72-08D AUSTIN STREET, FOREST HILLS, N. Y.



FOR
EVERYONE
ON YOUR
XMAS LIST
$1.00
De Luxe Model

No Fumbling in the Dark!

Handsome and handy KEY-CHAIN-LITE . . . the perfect gift for your nearest and dearest. A gift that everyone will use and appreciate. KEY-CHAIN-LITE is a tiny, powerful flashlight with bead key-chain attached. Lights up keys and keyhole: for use in theater, automobile, out-of-doors.

Truly fine, polished metal cap and chain. Barrel covered with rich, genuine leather. Attractive gift box. Complete ready to use, $1.00 postpaid. Initials embossed in 22K gold on leather style only 25c extra. SPECIAL Deluxe (heavy gold plated) engraved model, $3.00 including tax.

IDEAL GIFT FOR SERVICE MEN, TOO. Recent survey showed flashlites as the **must** gift. What can be more welcome than this double purpose flashlite. It's great to use as a writing-lite. The push button control assures the use of light only when wanted. Order this handy, distinctive gift NOW. — Buy one for yourself, too.

On request, we will mail direct with gift card showing your name.

---- MAIL COUPON TODAY ----

IMMEDIATE DELIVERY

PERSONAL GIFTS, Dept. HB-4
53 East 10th St., New York 3, N. Y.
Enclosed is $ ..... (cash, money order, check) for which send at once in GIFT PACKAGE
. . . . Deluxe Key-Chain-Lite—@ $1.00 each
. . . . Deluxe Gold Plated Model—@ $3.00 each

Initials as follows - .....

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THE GRACEFUL "SOUTHBOUND" WEATHERVANE



Simplicity and smooth flowing lines make this an outstanding design of the Hagerstrom vane collection.

Extra heavy, finished in weather-proof black lacquer to last many years. Mounted on specially constructed, oil filled swivel to respond to slightest breeze. 27" wide, 29" high.

Complete with Brackets for easy installation
Prompt Shipment
$16.50
f. o. b. Wheeling

SEND FOR CATALOG—100 attractive Weathervanes, House Signs, Copper Lanterns, Gifts.

HAGERSTROM METALCRAFT STUDIO
41 Milwaukee Ave. Wheeling, Ill.



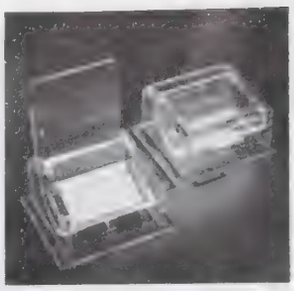
SANTA SUGGESTS:

A DARLING DRESS for a young darling. White, pink or soft blue washable rayon. Prettily hand-smocked. Sizes 1-3 **$7.95**; sizes 4-6 $8.95.

SHOULDER BAG for a little girl. Hand-tooled cowhide from Guatemala. Gaily colored front, white fringe, adjustable strap. **$5.70** (including 20¢ tax).

Booklet mailed upon request.

RENEE FIELD
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CIGARETTE GLIDER. Like man tipping this hat as a gesture courtesy, this cigarette box when open tilts into position so that cigarett are easily removed. Leave the top op when you entertain. When the top closed, bottom slides back again. Ma of sparkling lucite, it costs $7.50 pl 25¢ postage. Bertram Shrier, Ltd., 11 Connecticut Ave., Washington, D. C.



HISTORY IN THE MAKIN Keep up with the world today with th handsome globe that can be remov from its cradle for close study. Aft the war bury the past with revis sections that will be sent you to bri it up to date. Walnut cradle with 10½ blue globe. 14½" high. $10.00 prepai The Salt & Pepper Shop, 445 E. 86 St., New York 28, N. Y.



OUTDOOR GIRL. Baby Carol the belle of the doll season. She soft enough for tomboy Mommies roughhouse with, and her red sno suit with its white fur-like trim prov that she's St. Nick's own child. She put stars in a little girl's eyes a keep Christmas in her heart long aft the tree is gone. 18" high. $4.25; wi music $8.25 postpaid. Helen Bates, B 136, Bronxville 8, N. Y.



Abbey Day & Night Markers
made of
Solid Carved California Redwood
Attractive—Durable
Weather Resistant

Shipped complete with 24" ground stake and screws—ready to install.
Complete marker with up to five 2" reflector letters or numerals $3.35
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Extra 2" letters.....45c each
Extra 3½ letters.....65c each
No charge for punctuation marks.

ABBEY DECORATIVE PRODUCTS CO.
Pleasant Valley, New York



Hand-Blown, Heart-Warming
BRANDY INHALERS

A fascinating array of the always welcome, shimmery crystal Brandy Inhaler, from the baby size to a Mammoth 8 qt. beauty.

Illustrated, the popular 32 oz., $12 per doz.; 12 oz., $7.50 per doz.; 3 oz., $6 per doz. Also in stock, 5 oz., $6 per doz.; 22 oz., $12 per doz. For use as Vase, 5 qt., 10" high, $5, and 8 qt., 12" high, $7.50.

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12 W. 50th Street, New York 20, N. Y.



This beautiful Ladies' Watch, styled by Time Mart, is fully guaranteed. Non-magnetic, 17 Jewels, 14 Kt. Solid Gold . . . including 10% Federal tax only **$42.50**

FREE! Brochure showing additional attractive watches.

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SHOPPING

ICTORIAN ROCKER. It's lled the Suellen Lee and is faithfully pied from a lovely old one. Hand-rved and built of selected northern rch, it comes in a rich natural dark erry finish and measures 35" high. s covered in dove gray tapestry with soft rose, green, and blue pattern. urs for $23.45. Carl Forslund, 122 Fulton St., Grand Rapids, Mich.



UG YOUR HEARTH this win-. Let the weather bluster! What do u care as long as your fireplace is asty and friendly and a place to eam about your GI Joe walking rough the front door. It will be, too, th the miraculous Fire Magic that rns flames into a ballet of color and kes staying home very nice indeed. x of 12 Fiske-Colorstix, $1. J. Parker Fiske, Box 126, Auburndale 66, Mass.



ONOGRAMMED LUCITE OMPACT, nice and big, flat as a ncake, and finished in mock tortoise ell. Think of that friend who has a ibby, dog-eared compact and give a gift that will let her powder her e with her nose in the air. It's 4" diameter, has a sifter, and is en-ved with first name or monogram. cle last initial. $2.95 ppd. Art Colony lustry, 69 Fifth Ave., N. Y. C.





heavenly for his feet—
NON-RATIONED FOOT WARMERS

Any man would welcome such a thoughtful gift for Christmas, and that goes for civilians or men in service. Plump grain leather slipper lined with downy wool. Warm and sturdy. Leather sole and heel. Give shoe size when ordering. **$6.50**

Weber and Heilbroner
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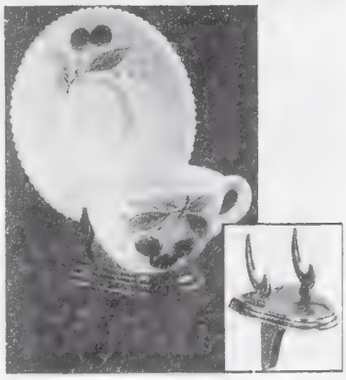


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Thousand
Adventures in Good Eating!

ARTICULARLY FINE culinary herbs. Assort-ment comprises Ten of these varieties: 3 rbal Hotchpotches (flavorful blends for ats & Gravies, for Eggs & Cheese, for ultry Dishes), Marjoram, Basil, Tarragon, yme, Savoury, Caraway, Mint, Rosemary, nnel and Sage. Picturesque Pouches with tic wood tops . . . in attractive two-tiered y to set on shelf or hang on wall. Built-in e provides directions for use and collection delightfully different recipes. *Complete, stpaid, $5.00.* (No C.O.D.'s, please.)

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A new idea in wall decoration. Pure white milk-glass cups and saucers with bright red apple and cherry or rich blue grape and plum hand painted designs.

Use them as shown or on both sides of mirrors, wall racks, or pictures. The holders are in mahogany finish.

$4.00 *a unit Postpaid*
Unit includes cup, saucer, and holder
IMMEDIATE DELIVERY

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LOOK'S DELICIOUS LOBSTER SPREAD

Here is something new, delicious and different for canapes and sandwiches at your parties. A spread that is pure lobster with all the delicate flavor of that choicest of all seafoods. No ration points required. Send check or money order and I will ship prepaid anywhere in the country.

3 large 6-oz. cans—$2.95
12 large 6-oz. cans—$11.50

CLIFTON R. LOOK
HARBOR ROAD, ADDISON, MAINE



A PRESENT WITH A FUTURE

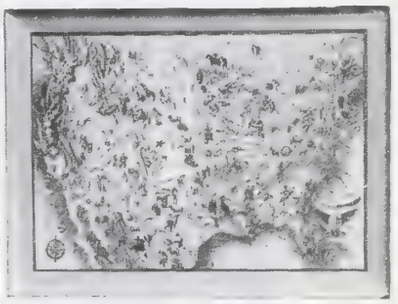
by LEONORE DOSKOW

This handmade, sterling silver book mark on red grosgrain ribbon is a truly personal gift that will reflect your thoughtfulness and good taste. Engraved with smart initials, it is a gift to be treasured always.

$3.60 Postpaid including tax

Leonore Doskow

BOX HB • MONTROSE, N. Y.



Actual size, *unframed*, 3 feet by 2 feet, 1 inch

In gorgeous full color!

ALL OF AMERICA and her riches on one magnificent MAP... painted by the great COVARRUBIAS!

NEVER BEFORE A MAP LIKE THIS! A breath-taking *picture* of America — what we have, what we produce, what we are. Spread before you with such abundance that you'll say, "Today I really *see* my native land!"

"The Covarrubias America" is a work of art so inspiring, so informative, that already it is in countless American homes, offices, schools, libraries. Captures the greatness of this country we fight for today! Only Miguel Covarrubias could conceive such a masterwork. The wealth of detail and color is almost unbelievable. You'll spend weeks poring over it; always finding new, delightful details!

You'll Treasure This Great Work

Leading artists, educators, call this a supreme conception of The American Dream. Displayed with pride, reverence, even humor, is the whole majestic sweep of our nation. The hundreds of gem-like miniatures tell an astoundingly complete story. And for your children, The Covarrubias America is a wonderland! They learn from its countless pictures and from Covarrubias' working chart identifying each subject, each state.

You must *see* this great work now . . . its truly gorgeous coloring; heavy, *flat* mounting; lustrous hand-varnished finish. Should you wish, a frame can come later.

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See coupon below for easy, satisfaction-guaranteed plan. As a beautiful decoration—as a source of lasting *enjoyment and pride*—let The Covarrubias America be one of the great experiences of your life! Address: ASSOCIATED AMERICAN ARTISTS, Studio 1011, 711 Fifth Avenue, New York 22, N.Y.

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Send THE COVARRUBIAS AMERICA, and Descriptive Chart, for 5 **days' money-back examination.** I enclose $2. If I keep it I will send $2 monthly for 4 months. If I do **not** keep map, will return prepaid, you will refund in full.

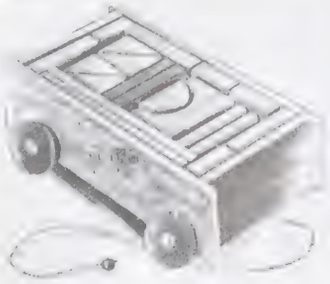
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Wagon of 24 Wood Blocks 3.97

They can follow the chart or use their own inventive imaginations in building! The blocks come in assorted shapes, well-proportioned, smoothly finished, packed in a useful wagon that's 9½x16x5 inches. Cord for pulling.

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Wonderful. Washable. Touch of charm for any home. Blanket cover of quality rayon crêpe, richly bound in satin—monogrammed too, if you wish. Eggshell, blue or tea rose.

This is Cohama's fine fabric

Sorry, no C.O.D.'s or charges on monogrammed orders.

(Monogram $2 extra)

Matching Pillow Cases $2.95 each

Monogram on this $1.00

Albert George

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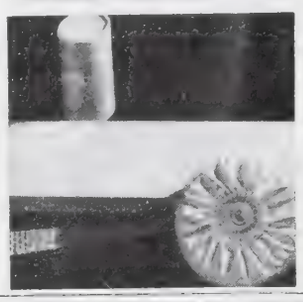


A LOCKET FOR YOUR LOV

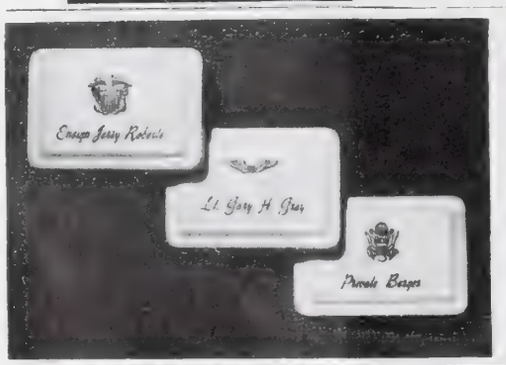
You're going to want to give this to many people for Christmas that y had better order several at once. It sterling silver with an etched bla enamel overlay and has a pin fasteni fleur-de-lis. It holds 2 tiny pictures, send it filled, to your husband, moth mother-in-law, children's nurse, etc. long, $2.95 plus 20% tax. Gerlou, 5 Fifth Ave., N. Y. C.



GAMBLER'S LUCK. For trav ing or at home you couldn't find bet material for an evening's entertainme Play cards "according to Hoyle" w the rules at your elbow so there'll no argument about score. Set of t decks of cards, score pads for bri or gin rummy, and 100 chips in handsome case of saddle leather. $5 postpaid from Home Equipment 360 No. Michigan Ave., Chicago,



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Your man in the Service must buy his own soap. Send him this gift—6 cakes with his name, rank and insignia in navy, brown or khaki. The design lasts as long as the soap! 6 cakes, $3.00; a dozen, $5.00. Plus 25c for postage. Sorry, no C.O.D.'s

Write for folder of monogrammed soap and other personalized gifts

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TRADE MARK REG.

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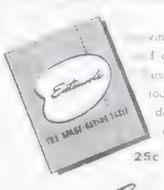




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● Like magic this beautiful console becomes a square table for luncheon or for bridge, — or a dining table to seat from six to ten. And exclusive, patented features make Extensole so easy and simple to operate. In twelve styles, Extensoles sell from $54 to $85.

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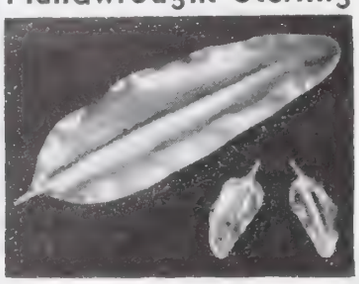
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GIVE HIM A "KIWI" SHINE KIT DE LUXE

...and watch all the family shine its own shoes

Rest your shoe on the rubber inset of this strong top bar. Below it, cleverly arranged, you'll find two big brushes, two swell daubers, two heavy shine cloths and FOUR cans of that inimitable made-in-England "Kiwi" polish—for brown and black shoes. Kit size 10 x 10 x 7, solidly made of sycamore wood, richly grained. Nicest thing of its kind: makes a most practical gift. Shipped complete for...$7.50 You pay express charges on receipt.

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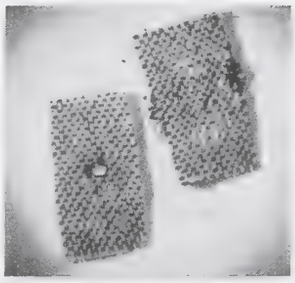
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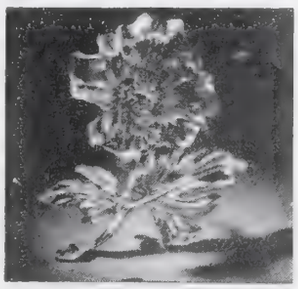
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SHOPPING

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ASHION FLOWER. A sterling er exclamation point against your k clothes, and you'll look as though stepped from the pages of *Harper's aar.* It's a gleaming flower, hand- ıely made, and if you give it to some- who loves good accessories you'll like a modern St. Nick. $9, includ- tax, from Peter Pann, 545 Fifth ., New York 17, N. Y.



EMBER THIS next time 're looking for a wedding present something nice for your hostess and 't find anything for less than a g's ransom. It's a cake server with a ling silver handle and stainless steel le. If you haven't got one, get one yourself with a small Christmas k. $6 incl. tax. William Wise & Son, Fulton Street, Brooklyn, N. Y.



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KILLINGER HI-JACS



Look no further—Killinger HI-JACS are the answer to your Christmas gift problem! These terri-knit coasters are a boon to every host and hostess — serving cokes or highballs — because they make drinks dripless, fit snugly on tumblers and bottles, and come in assorted gay colors to brighten the party and identify each guest's glass. $1 for set of 8, packed in attractive gift box. Make your list, then order HI-JACS for everybody. Postpaid in U. S. Sorry, no C.O.D. orders, please.

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Gourmet's choice.

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2½ lbs. net wt. . . . $5.00

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Milton Lee
Smart chairside commode. Has three handfitted drawers. Built of solid cherry in rich cherry finish. Fashionably used in pairs. Dimensions: H-24, Top 14 x 22 inches.

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Pair — $37.95

QUAINT AMERICAN



Oliver Lee
TABLE — authentically styled from a quaint candle stand. Solid cherry; rich cherry finish. Hand-fitted drawer, hand carved pull. Particularly fashionable and decorative in PAIRS. Dimensions: H-25, Top 17 x 14 inches.

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Martha Lee
COCKTAIL TABLE — most popular of all tables. This antique design adapted from a rare old parlor bench. Solid cherry (with inset glass top); rich cherry finish. Dimensions: H-18, Top 29 x 19 inches.

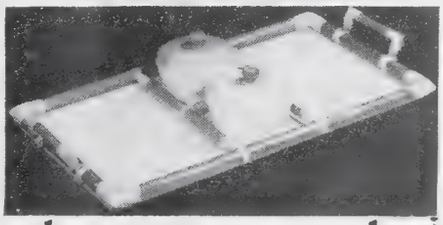
All prices include cost of shipment to your nearest freight office.

Buffet Server

Practical, Ornamental

acquered pine, all wood doweled -trimmed with simulated natural eather binding. Two earthen- vare pots with wood covers will eep foods hot or cold during an vening's entertaining. Handles or ease in carrying. TRAY—26" ong x 13¾" wide. POTS—6" ide x 3" high. Makes ideal gift.

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The French Cuisine EQUIPMENT SHOP



ONION SOUP POTS

Onion soup simmered and served n these little pots, with crusty oast and grated Parmesan cheese an epicurean delight. These pots re fireproof, glazed on both sides; ark brown base and cover; cream- olored top rim and interior.

Set of four 9-ounce pots

$1.95 prepaid East of Miss.
$2.45 prepaid West of Miss.

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Bazar Français
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666 SIXTH AVE. NEW YORK



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Fully Assembled Model

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Fruitainer consists of special scooped-out grapefruit shell (bitterness and acids removed) marvelously sugared and candied. Inside is crammed with mouth-watering orange marmalade. After using marmalade, eat shell as candy or put into cakes, etc. Each Fruitainer packed in colorful carton, shipped sturdily packed, postpaid in U.S.A. (with gift card) for only $1.00. 12 individually boxed Fruitainers (shipped in carton) express prepaid in U.S.A. $10.00. Order now!

CONTINENTAL FRUIT CO.
902 Merchandise Mart • Chicago 54, Ill.

The Rich Farm Flavor is Sealed in Glass!



MILL O' MILFORD
Ready-to-Make
CHICKEN SOUP

New . . . distinctively different . . . *and NO ration points required!* Mill o' Milford Chicken Concentrate . . . the basis of a refreshing bowl of superb chicken soup . . . ready to serve the moment a kettle of water comes to a boil. *Sealed in glass* to preserve the delightful flavor and farm-fresh goodness of prime chicken stock. Economical, plus . . . *30 to 40 servings* in a jar that tucks away in a corner of your refrigerator where unused portions remain pure and wholesome for weeks. Tested recipes with each jar.

Supplement snacks or hearty meals with generous servings of delicious Mill o' Milford ready-to-make chicken soup. Only $1.95 (postpaid) for **2** family-size (5 oz.) jars . . . *just about 3¢ a serving.* $2.35 West of Mississippi. Full refund guaranteed if not pleased. Mail order to:

ROSE MILL Box 112 Milford, Conn.





UPPER BRACKET. With m and more people hitching their stars modern decoration, it is, neverthel hard to find a good modern wall brac These clear lucite plumes solve the pr lem nicely. From them hang 3 li glass containers for ivy or small n gays. 14" overall, and the price is $ postpaid. Carol Grey, 1527 Chestnut Philadelphia 2, Penna.

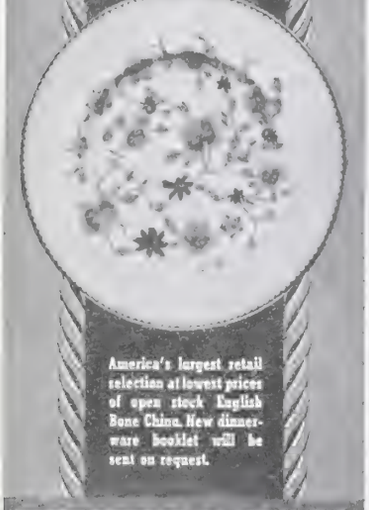


MODEL SHIP BUILDIN There's no better way really to un stand a ship than to build her yours Your husband or son will get a kick out of putting this Destroyer cort or Liberty Ship together. All wood parts are completely shaped the hull is 18" long. $4.00 each 15¢ postage from the Marine M Co., 29 W. 15th St., N. Y. C. 11.



MARIPOSA FRUIT. This is assortment of unusually tempting f and nut confections, glacé pineap cherries, and many other delicacies. Oscar Wilde said, "The only way overcome temptation is to yield to So we suggest you sit down right and order this if you want to avoi bad case of frustration. Redwood box holds 2¼ lbs., $3.50 ppd. f Canoga Farm, Encino, Calif.

ENGLISH BONE CHINA



America's largest retail selection at lowest prices of open stock English Bone China. New dinnerware booklet will be sent on request.

HERBERT S. MILLS
EAST KING ST. • HAMILTON, CANADA

YOUR *Personalized* PIN

made to your order in heavy hand-wrought
STERLING SILVER
ACTUAL SIZE



6.75 inc. 20% tax

POST PAID

Three initials hand-wrought in the distinctive type shown. Can be attached to apparel or pocketbook. Safety catch. 3 weeks delivery. Please **PRINT** initials.

Send check or money order for only $6.75
We pay tax and postage to your door.

FRED J. COOPER
Jeweler by Birth
109 S. 13th ST., PHILADELPHIA 7, PA.
Certified Gemologist, Registered Jewelers, American Gem Society

CHILDREN'S PICTURES

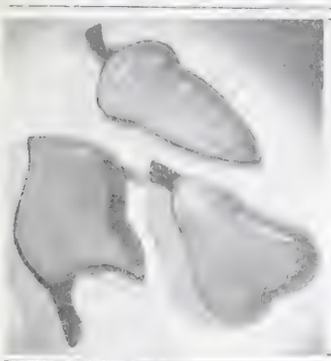
Gay and beautifully colored, these six different subjects make the perfect decoration to brighten up a child's room. Completely framed in sets of three harmonizing colors: blue, red, and green or available in any one color. Processed to eliminate the use of glass. Ideal for Christmas. 9 x 11" overall.

Price $1.50 each postpaid.

Minimum order three subjects.

PICWOOD GALLERIES
70-44 AUSTIN ST. FOREST HILLS, N. Y.





A Gift of WOOD Is Good!

Candy, nut or cigarette dishes made of imported solid mahogany and hand carved will last for ages, growing lovelier with time. Choice of Pear, Leaf, Acorn. About 9" long, $2 each postpaid (state second choice).

KEMA IMPORTS
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A Wonderful Gift, ANYTIME, for those in the Service—at home and abroad

DeLUXE GIFT BOX

A Thrilling Change—Intriguing Goodness

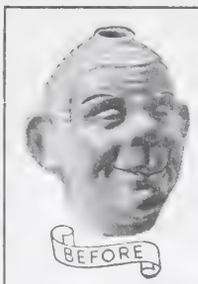
SPICED FRUIT CAKES—Made from a famous European recipe 400 years old. There's "nothing just like them". Full of delicious, tasty fruits and almonds. With a variety of flavorful tangs. 17 ingredients in all. Vitamin-rich. Energy-building. Nourishing. Six in a package.

"PASTRY STICKS"—Choc-full of Delicious Chocolate Cream. Fifty Pastry sticks packed in an air-tight container which keeps them crisp and "crunchy." A truly delicious confection.

CHOCOLATE BARS—2 large bars of rich, wholesome chocolate, one Butter Sweet, one Mocha. A real treat.

MIXED SALTED NUTS—1 lb. of fancy, highest quality Walnuts, Pecans, cashews, filberts, almonds, peanuts. This fine new Gift Package . . . **$5.**

ROLL BISCUIT COMPANY
Dept. 10H, 827 Broadway New York 3, N. Y.



YOU WILL LOVE PADDY AND HIS GROWING HAIR



In millionaire's mansions and cottage kitchens, you'll find PADDY O'HAIR—the most beloved and amusing novelty ever created. Shure—'tis magic! Fill with water; spread special seed—then watch the miracle! PADDY grows thick crop of bright green hair, eyebrows, and sideburns. You can give him haircuts; the grass will grow for months; can be planted again and again. Head is durable pottery; rich suntan color; 5 inches tall. Thousands buy PADDY for themselves; then reorder for gifts. Sent complete with special seed and instructions, $1 postpaid, money back guarantee. Supply is limited. Avoid disappointment; buy full supply of this ideal Christmas gift NOW. Regular orders shipped promptly, but we cannot make C.O.D. shipments later than December 1st.

PADDY NOVELTY CO.
82 Washington Avenue, Goliad, Texas

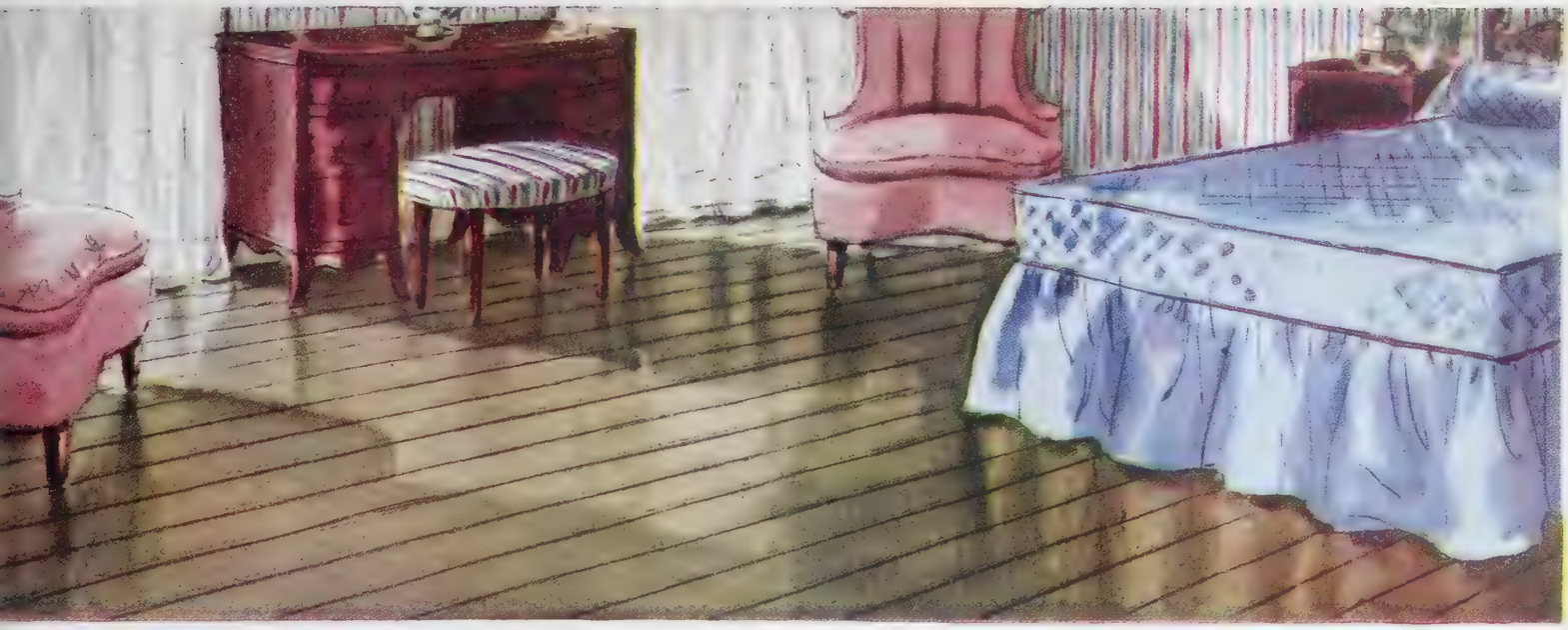


Spring Is In The Air

All winter your rooms will hav the wonderful spicy fragranc of an English garden, and th secret is this Potpourri. A squa little glass jar is filled with rec dried flowers that will keep the natural colors, and herbs an spices.

$2.50 postpaid

Katharine B. Ward — Gift
Pleasantville New Yor





This is how the Room looked when Bill went away

—no rug! . . . no warmth! . . . no color!



This is how the Room will look when Bill comes back

. . A Floor-Plan Rug can make that much difference!*





The room-size rug gives the room an air of luxury . . . the soft, all wool pile pampers war-weary feet . . . the Tru-Tone colors and distinguished design bring out the beauty of the other furnishings. Make *your* room a dream-room with an Alexander Smith Floor-Plan Rug. If you can't find the exact rug you want today, there'll be plenty to choose from when he comes home.

IT'S FUN TO "DO OVER" WITH COLOR. *Send for our "Portfolio of 212 Ideas for Your Post-War Home" and our "Colorama" booklet, both full of ideas, both free.* *(*Trade Mark)*

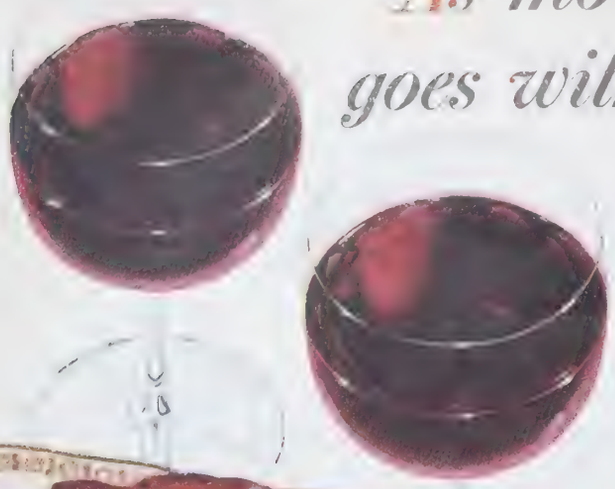
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FLOOR-PLAN RUGS • BROADLOOM CARPETS

As moonlight goes with dreams





Wine goes with Food



Try Rolled Rib Roast basted with Wine

When the roast is in the pan, sprinkle with sal and pepper. Do not cover pan—sear in very hot oven (500° F.) 15 minutes, then cut hea to 350° F. As roasting continues, baste frequently with fat from pan and 2 spoonfuls o California Burgundy or Claret wine, using 1 cup wine altogether. Roast 30 minutes per lb. for rare roast beef, 40 minutes per lb. for wel done, (include searing time in total). Make a brown gravy in pan, using 1 part of the same kind of wine and 3 parts water for the liquid

THE AGE-OLD IDEA of combining food with wine works marvels for a meal. Taste, for example, what wine-basting does for a kingly roast such as pictured here. Try wine in the modest hamburger, too, and in a wartime dish like kidney stew.

First time you set tooth to such a dish you'll note the difference. For wine used in cooking brings out the natural meat flavor—the full meat goodness you think about when you're hungry.

Then serve the same wine *with* the meal and further pleasure is yours. Because wine with dinner creates a taste harmony that nudges up the appetite. And brings friendly enjoyment to all gathered 'round the table.

Discover for yourself the adventures in good eating that come from joining wine and food. Some of the newest, most delightful recipes are in our helpful wine cookery booklet. Write for your free copy today. Address Wine Advisory Board, 85 Second St., San Francisco 5, California.



Add to your share in Tomorrow... add to your WAR BONDS today!

Sherry before dinner is in good compan

with tiny, sizzling pork sausages mounted on whole golden grapefruit

with crackers and a tangy cheese spread mixe with finely chopped pickles

with thin slices of chipped beef rolled around cream cheese and horseradish filling

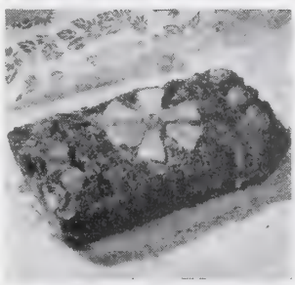


WINDOW SHOPPING

RAMATIC ENTRANCE. So all ur friends can find you, and so you ay feel an upsurge of pride every ne you turn into your own drive, k your husband to give you one of ese signs for Christmas. They are ade of iron and may be had with any otif you wish, with your name painted white on both sides. 27" wide, 23" gh, $50 exp. col., Hagerstrom Metal-aft Studio, Wheeling, Ill.



OMEMADE FRUIT CAKE. rve it razor-thin with port when ends drop in to admire your tree and u will be starting a tradition that will come a part of your every Christmas. s unbelievably good and is made by a oman who doesn't skimp on her in-edients. The price is $2.25 for 1½ lb. d $1.25 a pound for 3, 5, & 7 lb. sizes. ostage extra. Mountainview Farm, Is-nd Pond, Star Route, Vt.



AISTED CHARM. Here is a find r the tailored woman who appre-ates a really good leather belt plus at extra feminine fillip—a good luck arm in the shape of a horseshoe. Belt mes in brown, luggage tan, or black, sizes 10-20; 38-44. $4.95. Barclay fts, 261 Broadway, New York 7, N. Y.





quick pick-up for your jewelry!

Diener's Diamond Ring and Jewelry Cleaner

2 oz. bottle, boxed—an ideal gift only

$1.00 postpaid

Take a look at your rings, your precious and costume jewelry. Remember how they sparkled when new? They were alive, glowing, compliment-provoking. It's easy to restore their original loveliness—to remove soap, dust and powder *safely* with this amazing time-tested jeweler's solution (and an old toothbrush). Send for a bottle today!

DIENER'S Dept. H-11
850 Lake Shore Drive, Chicago 11, Illinois



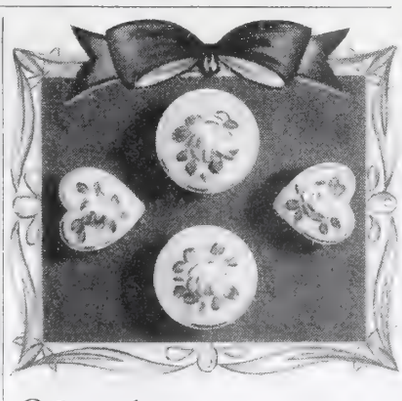
It Stands!

A dream of a KNITTING BAG of figured chintz, fully lined (has pockets too) on a folding stand that can be conveniently carried from room to room, wherever you may choose to work. The stand is entirely hand made. Will enhance the beauty of your home and, most important of all, help keep it tidy. Please allow 2 weeks for delivery.

$14.95 express collect

P. S. Good for crocheting, too.

PETER PANN—Gifts
545 Fifth Avenue New York 17, N. Y.

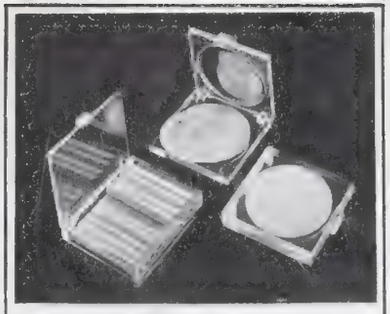


Your heart on your ear

. . . instead of your sleeve. These dainty sterling earrings are hand painted on French enamel with gold edges. Either round or heart shaped, gift wrapped.

Price $2.95 plus 20% tax, includes shipping.
Sorry, no C.O.D.

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LUCITE CREATIONS

Smartly designed and supremely useful. Bright and lustrous.

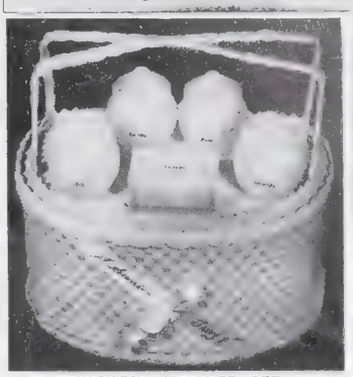
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Will hold full pack of King size cigarettes—beveled edges. 3" x 3½"—**$4.95**

COMPACT

Fitted with beveled mirror. 3½" square—**$5.95**

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NURSERY HAMPER SET

A young mother playing nursemaid will bless you for this wonderful gift that has a place for everything baby needs. Set consists of removable tray with frosted glass jars and hamper has ample storage space for extra accessories. 14" x 14" overall—Pink or blue

$6.50 express collect
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Gramercy Gifts
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My AMAZING NEW KITCHEN SECRET

MAKES TOUGH MEAT TENDER

Get chuck or round steak. Sprinkle on both sides with my "Kitchen Secret". Let stand 20 min. Broil. Then sink your teeth into a luscious, tender, flavorful steak! Also for roasts, fowl, other meats. A blend of *pure vegetable enzymes.* Full directions with 8 oz. family size (*3 to 4 month's supply*) of "Mrs. Cogan's Kitchen Secret"—for only $1.00. *Try* for 1 week—money back if you can cook without it. Mail dollar bill today, to



MAY LOUISE COGAN, Dept. B11
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BE YOUR OWN WEATHER MAN!

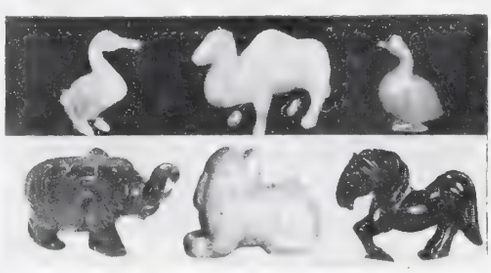
The Cape Cod Barometer will give you the inside track on tomorrow's rain-or-shine news. So, if you want to indulge in your favorite outdoor activity, you can lay your plans in advance! Hand-blown glass 10" high complete with bracket and instruction. A handsome wall decoration, too.

Just $1.50 postpaid

CARLETON HOUSE
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Rare Chinese Treasures *are NOW yours!*

This Chinese Gem Zoo brings into *your* home the characteristic animals and birds which have animated Chinese literature and art throughout the ages! Symbolically significant, these charming "pets" are delicately hand carved in striking precious jade, amber, coral, turquoise, lapis, amethyst, carnelian, crystal, agate, rose quartz. Included in their colorful caravan are horses, elephants, deer, cows, dogs, goats, rams, in sizes 1½ inches to 3 inches, priced from $10 to $275. Miniatures, in sizes ½ inch to ¾ inch, are also available, in the form of elephants, dogs, birds, fish, frogs, etc., from $5 to $15. When ordering, state your preferences in (1) animal, (2) stone, and (3) price range. ORDER NOW—and *name your second choice*—as our SUPPLY IS LIMITED!



Gift & Art Catalog, $.50; Jade & Jewelry Catalog, $.50

CHINESE TREASURE CENTRE
4th floor—Dept. H.B. 11
441 Madison Ave. New York 22, N. Y.

PENNSYLVANIA DUTCH

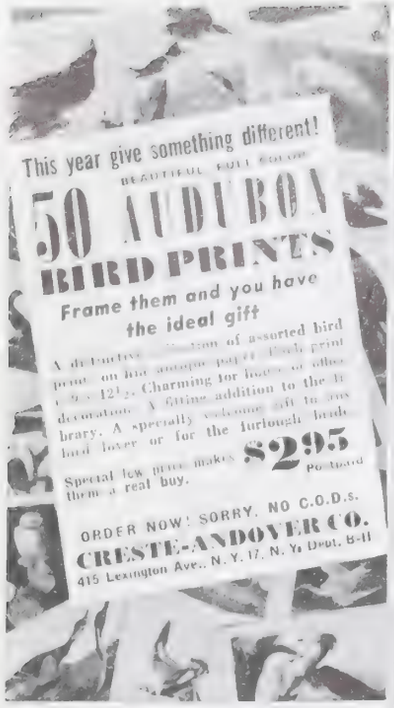
DECALS • PATTERNS

DECALCOMANIAS • Easy-to-apply authentic Dutch designs in full color for decorating furniture, trays, boxes, etc. Large sheet of 35 decals with instructions, prepaid **$1.00**

PATTERNS • Many Dutch designs, four sizes of each, for needlework and painting. Trace with carbon paper on cloth, wood, etc.—use repeatedly. Four large sheets with complete color guide, prepaid **$1.00**

RALPH CUMMINGS BOX 1435 LANCASTER, PA.

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Giddyap Kiddie Car

He's made of wood painted white with red and black trim and is 15¼" x 7¼" x 19¼" high. Hinged in middle for safe turning.

$5.95 ppd. No C.O.D.'s

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PLAY AND BED TRAY

An answer to a mother's prayer when her child is ill or just resting in bed. The tray has open side pockets for toys, a removable pencil tray, and wells for two glasses. The sides are firm so tray cannot collapse. In natural wood with red and blue lacquer trim..... **$5.00**

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THE CHILDREN'S SHOP

WEST HARTFORD 7, CONNECTICUT



Miniature Plant Table

It's little and lovely, a perfect setting for your carefully tended ivy. A bride will love it for her shining new home.

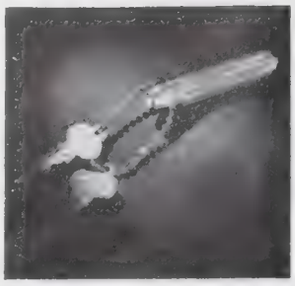
Mahogany finish with pottery container, it's 5½" x 4½" x 4½" high.

$5 express collect

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ZILLAH SYMONDS

11 West 56th St. New York 19, N. Y.







RIGHT HOUSE—WRONG KEY. It's rather embarrassing to be stranded late at night in front of your own house and not be able to find the right key. But that won't happen any more if you have this key chain light—gold plated, if you please—and you won't fumble or stumble in. $3 incl. tax. Initials engraved 25¢ extra. Personal Products, 53 E. 10th St., New York.

DEALER'S CHOICE. Good-looking cards in their own handsome case make a Christmas gift you may be certain will be a sure-fire success. These Duraplex cards come in 6 different designs: bathing beauties, dog heads, fall flowers, peasant figures, and antique design. Your choice of design will be filled if possible, but better give second choice. $3 the set postpaid. Afco Products Co., Lexington, Mass.

HAND-WOVEN TIES. We realize that we're leading with our chin when we suggest that you buy your husband's ties, but when he sees these, even Mr. Fusspot will bless you. They're hand-woven of wool and rayon, and the designs are conservative without being dull, and if your sparring partner is not pleased they may be returned. $1.25 each, 5 for $6. Postpaid from Liza's Gift Shop, New Market, Va.



FROM MEXICO

Our good neighbor sends us these handwoven, colorful baskets made from strong, durable palm fibres.

Small Basket for fruit, rolls, etc. 10" across. **$1.00 postpaid**

Trash Basket, 9" high; 10" across **$1.98 postpaid**

Crystalier

Gifts that Charm

485 Lexington Ave., New York

(Opposite Grand Central Palace)



a sensational new book for every home—

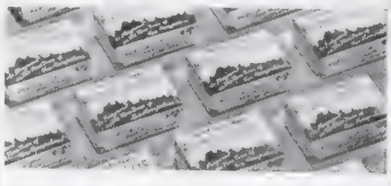
REVIVE YOUR OLD FURNITURE

By Louise Sloane

How to upholster and refinish wood, how to redesign ugly old pieces to look new and fashionable, how to decorate furniture with stencil and applique, how to convert junk into useful pieces, how to re-design lamps—all are included in this remarkable new book which is a handbook for every home. Complete instructions and 100 illustrations. $2.00.

THE STUDIO PUBLICATIONS, 381-4th Ave., N. Y. C. 16

Pine Tree Soap So Refreshing!



BRING PINE FRAGRANCE TO YOUR HOME!

There's the thrilling scent of New England Pines in this unusual Soap! Pure Pine Needle Oil makes it fragrant and naturally antiseptic. That's why you get a refreshing tingle from a Pine Soap bath! Contains pure pine oil—no harmful alkalis present. So safe for whole family that Doctors and Hospitals all over the country use it!

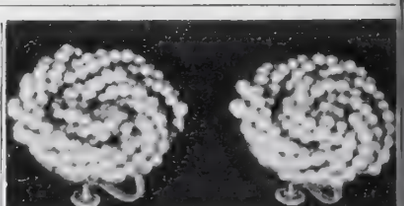
This unusual Pine Soap makes a rich, creamy lather instantly in any water. Makes wonderful gift. 20 cakes $2. Postpaid east of Rockies (*$2.50 west). Send now for this delightful Pine Soap—you'll love it!

20 CAKES ONLY $2.00 DELIVERY FREE*

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PINE TREE CO.

DEPT. 420 NEWPORT, NEW HAMPSHIRE



Costume Jewelry of Distinction

SEED PEARLS *Earrings* $2.95

Pin to match $2.95—made of simulated Seed Pearls strung and inter-twined very ingeniously. Add 20% Fed. tax. Illustration actual size.

Mail orders promptly filled

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Costume Jewelry of Distinction

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YOUR OUTMODED JEWELRY—GOLD AND DIAMONDS—IS WORTH CASH TO US. Bring them in for an estimate without any charge or obligation. If out of city, send by insured mail. We will wire price upon receipt of jewelry.

Reference: Manufacturer's Trust Co., 513 5th Ave., New York

To Put Stars In Your Eyes

Drop a hint to your gift-harried husband about these jeweled beauties. Bow ring of 14k red or yellow gold with fine star sapphire. $65.00

14k solid gold watch has 16 diamonds and 2 aquamarines, rubies or cabachone sapphires. 17-jeweled guaranteed movement. $350.00

Federal tax included

MERRIN JEWELS

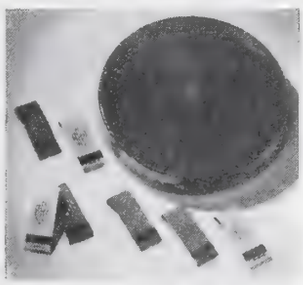
Madison Ave. Cor. 54th St., New York City

SHOPPING

PLANTED BOOK ENDS. Make a feature of your dearest books and put them between book ends that are worthy of them. These are half circles covered in genuine leather, handsomely gold tooled, and you have your choice of green or dubonnet. Best of all, they also serve as ivy holders and come with metal liners. 5" high, $13.25 the pair. Carole Stupell, Ltd., 507 Madison Ave., New York 22, N. Y.

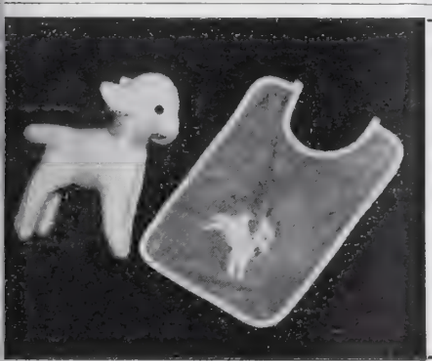


MONOGRAMMED MATCHES. We were afraid that this year perhaps this shop would be unable to offer again their wonderful matches. But they can—and here they are! The packs are the sophisticated dinner size, one for each guest, and they come in blue, red, white, or yellow. The plastic drum holds 50 packs. $1.50 plus 15¢ postage. Mermod, Jaccard King, St. Louis, Missouri.



JERSEY SET. Here is a really masculine set of tile coasters that even the most careless man about the house will bring out whenever a drink is mentioned. And the protection they give a table top is not to be sneezed at! They are 4" square, have felt backs and the price is just $1.50 the set. Viesenfeld Co., 112 W. North St., Baltimore, Md.





LITTLE LAMB

"Mary had a little lamb"; and so should Billy, Jimmy and all tiny tots you know. They love the softness of the white terry-cloth lamb and Mamas will love the practical yet pretty bib with a frisky lamb appliqued. Bib comes in pink or blue.

Lamb, 9" high.....$2.75
Bib 12" long..... 1.75
As a set $4.00 postpaid

Write for Catalogue B11

The SALT & PEPPER SHOP
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CLOWN COSTUMER



He's red, white and blue, handmade and handpainted, and has ten fingers as well as a hanger for baby's clothes. With such a merry figure in the room no child could help but be neat. 54" high. A lasting Christmas gift.

$6.95
(No C.O.D.'s please)
Express Prepaid (Prompt Shipment) in Continental U. S.

RALPH G. MOORE
94 N. Babylon Tnpke, Merrick, L. I., N.Y.

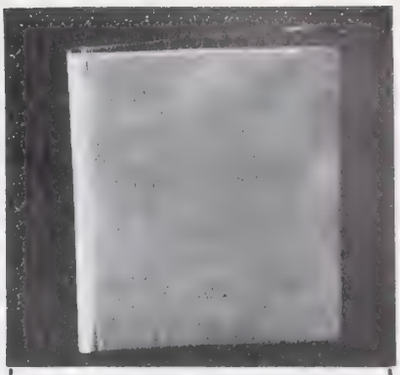


Photo Album or Scrap Book

Here's a rich looking album which you will treasure for a long time. Made of natural grain Alligator Genuine Leather, this represents remarkable value!

8 x 10 size $5.25
11 x 14 size $6.95

Postpaid anywhere in the U.S. No C.O.D.'s.

Initials or full name stamped in gold, $1.00 additional.

Gummed corners for mounting 10¢ pkg.

THE CAMERA HOUSE
728 Lexington Ave. New York 22, N. Y.

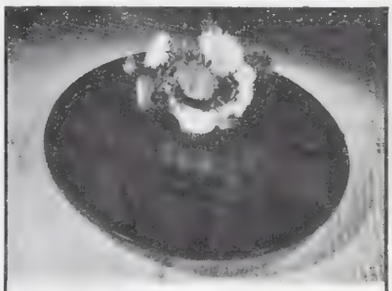


Audubon Calendar of Birds

Twelve color reproductions of the famous Audubon paintings of American birds. A nice remembrance at Christmas Time.

$1.00 postage paid
Write for Gift Folder

The Shop in the Garden
P.O. Box 471 West Hartford 7, Conn.



The Modern Susan

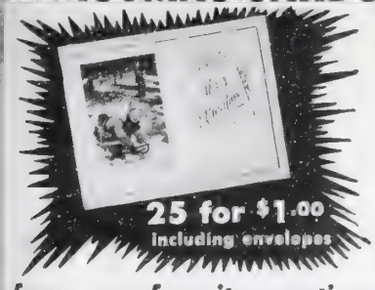
Lazy Susan is not a folklore character or an antique. Here is a Modern Susan with a low base and revolving tray, with ball bearings for gliding smoothness, in polished mahogany, hand-rubbed finish, diameter 20", *$8.50*

Shipped express charges collect

General Catalogue sent upon request

The Country Store
F. H. TRUMBULL, Prop.
1 Monument Street ✣ Concord, Mass.

Personal PHOTO CHRISTMAS CARDS



from your favorite negative

Get Yulecards — photographic Christmas cards made from your very own negative. They're original — beautiful — of the highest quality and very inexpensive. You send us negative of family, children, pet, home, etc., and we make beautiful free sample. *Then you can see your card before you buy.* Send any size negative (not print) of your snapshot, this ad and 3c for return postage. We will return to you immediately free Yulecard, illustrated folder and your negative. No obligation. After Nov. 15 send 6c for *1st class* return postage. Free offer expires Dec. 1.

FREE

YULECARDS
Box 310-2 Quincy 69, Mass.

AN IMPORTANT GIFT

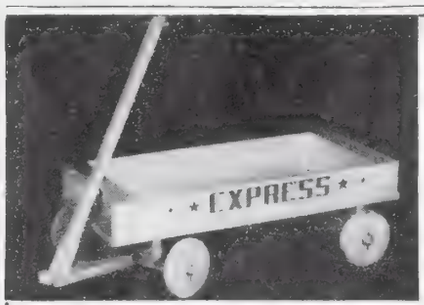


Imagine sparkling chrome-plate in 1944.... This distinctive frame with its handsomely channelled design. . . . Simple and modern. . . . Equally at ease with masculine or feminine photographs. Order several, you will buy them as gifts and hate to part with them.

$ 5.00	8x10 picture	1"	frame
$ 7.50	8x10 picture	1½"	frame
$ 8.75	8x10 picture	2"	frame
$11.75	11x14 picture	2"	frame

Express collect. Sorry no C.O.D.'s

BERTRAM SHRIER, LTD.
1147 Connecticut Ave. Washington, D. C.



ALL ABOARD!

By fast express to a humdinger Christmas for your Rover Boy son or his pigtailed sister. This wagon is made for wear and tear by expert craftsmen. It's all hard wood and the wheels won't warp! Wonderful, too, for marketing mothers.

36" x 16" x 12" high
$6.95 postpaid
No C.O.D.'s Add 75¢ W. of Miss.

The Finest-in-Wood Toy Shop
463 E. 147th St. New York 55, N. Y.



DRESS UP YOUR DESK

PORTFOLIO—loose leaf for those various things you treasure such as pictures and letters; or for menus, notes and bills. Large red cabbage rose with green leaves on light background, laminated wallpaper; well made. 12x14½" **$4.95 postpaid**

DICTIONARY—a necessary "must" for all desks. This one has copy of attractive old print on it. Excellent for a bedside table, too. Completely feminine. **$2.50 postpaid**

EDITH CHAPMAN
163 East 33rd Street New York 16, N. Y.

WINDOW

PERMA-POKER



54 INCH DIAMETER
EXTRA LARGE PLAYING SURFACE
NONGLARE GREEN FELT TOP
8 INDIVIDUAL CHIP COMPARTMENTS
8 HOLDERS FOR GLASSES AND ASH TRAYS
LEGS DISASSEMBLE FOR COMPACT STORAGE

CLUB-SIZE ALL-GAME CARD TABLE

The perfect all-game table for club or home use. Extra large playing area. Lots of elbow room. Center pedestal provides firm support, *eliminates bothersome in-the-way corner legs.* Substantially made. Rich Mahogany finish, *alcohol-proofed.* Custom-made—10-day delivery. $48.50 Express Collect. Money refunded if not pleased. Order today.

HOME GAME CO., DEPT. A-91
360 N. MICHIGAN AVE., CHICAGO 1, ILL.



EVERYTHING For FUN At HOME
Headquarters for game room equipment . . . accessories for the home. Unusual games, novelties, barbecue supplies, etc. **Write for "Successful Entertaining At Home." It's Free!**



FOR Christmas

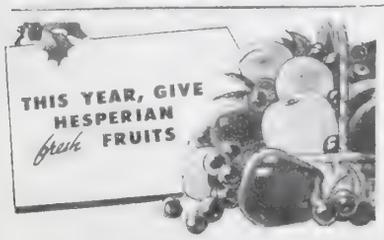
GIVE THIS PRACTICAL SHOE RACK

The "well-dressed" closet today contains this space saving shoe rack, and shoes show their appreciation for the protection against dust and scuffing. This "Two-Way" wood Shoe Rack, 1—hangs on closet wall or door, or 2—sets on floor. Clear lacquer finish brings out natural beauty of the wood. Size: 21½" x 20" x 6½". Holds 6 pairs of men's, 9 pairs of women's shoes.

Mailed postpaid in U. S. for only $2
Send Check or Money Order.
(No C. O. D.'s, please.)

MET-L-TOP TABLES, INC.
1504 W. St. Paul Ave., Milwaukee 3, Wis.

PRODUCERS OF MET-L-TOP
The Original All-metal Ironing Table



For Holidays, Anniversaries—any occasion calling for remembrance, there's no gift more appreciated than these rare fruits, fresh from my Hesperian Orchards. Send me your individual or firm Christmas list—I'll do the rest.

Every Month for Your Friends or Family

Golden and Ruby Apples
Celestial du Comice and d'Anjou
Apricots—Peaches—Cherries

These and other rare fruits are delivered each month as in season—June to March, inclusive to members of Myron Foster's Hesperian Monthly Fruit Club.

10 Months Membership	$24.35
6 Months Membership	15.00
3 Months Membership	7.75
Single Month	2.65

Add 3% Sales Tax on orders for delivery in Washington State

Shipping weight about 10 lbs., except cherry package, approximately 6 lbs. Select any month you desire. All prices include delivery within U.S.A. free delivery zone of Railway Express. Order direct or send for illustrated folder and order blank to

***Myron Foster's* HESPERIAN ORCHARDS**
DEPT. 655 WENATCHEE, WASHINGTON
Reference, Seattle-First National Bank



Sit-Down Toy Chest

A place to rest his weary bones, a place to keep scattered toys! Made of firwood, hand decorated with Boy Blue, Bo-Peep, Swiss dancers, Humpty Dumpty, Contrary Mary or Jack & Jill, and marked with your child's name. 17" x 16" x 25" long.

$10.95 prepaid. Shipped assembled
(add 50¢ west of Mississippi)

Baby Dreams Gift Co.
545 Fifth Ave. New York 17, N. Y.



We're Dreaming of a White Christmas

Everyone needs that extra bit of cheer and brightness that flowers bring into the home. This Cyclamen plant will bring pleasure 365 days in a year. Made of wax, it is so lifelike that even Mother Nature would be fooled. 8 flowers and 3 buds and leaves to each 4½" white pot. Select your own colors: White, Light pink, Dark pink, or Cherry red. Gay Christmas wrapping. Please place your order early to get the best selection. $4.75 Postpaid. No C.O.D.'s.

Constance Spry Inc.
322 Park Ave. New York City 22, N. Y.



NO WORK FOR YOU!

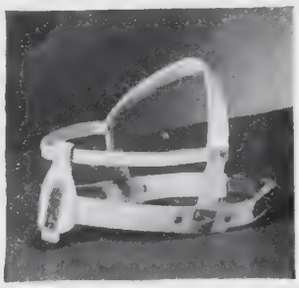
These washable place mats minimize your work a lot—but tremendously increase the charm of your table! To clean, just whisk a damp cloth over their surface. Oval or oblong, in white or yellow with green ivy; yellow with green or white ivy; green with white ivy. Mats, $1.25 each; napkins, $.50 each.

Postage, .30.
Sorry—no C. O. D.'s

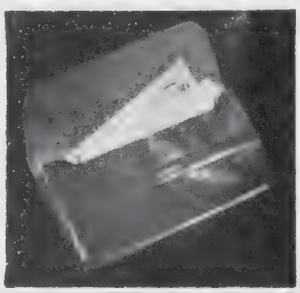
Anita Gardner
105 East 57th Street • New York City



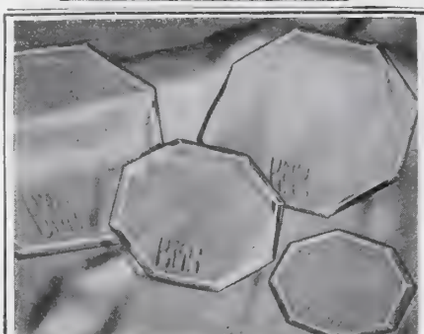
PIPE DREAM. You'll score pr high with a pipe smoker as an int gent, understanding female if you him this sterling silver combination cleaner, tobacco packer, and scra It's a truly luxurious gift that will love, but, unselfish souls that are, would never buy for themsel $6 including tax and postage. Leo Doskow, Montrose, New York.



PROUD POOCH. Fido's nose be pointed permanently skyward if present him with this West Point m harness. White, black, brown genu leather, it comes with his name stam on a brass plate. Take body circ ference at back of foreleg with st and send string and his name. $ Matching leash $1.50 postpaid. C Creations, 10 Hopper St., Utica, N.



LETTER CARRIER. Mail in case is not subject to censorship. Y keep your letters in this on your d or carry them neatly in your p handy to answer as soon as you ha moment. This is a grand gift for so one in the service or one who tra a lot. Genuine leather in red, gr navy, or brown. $2 plus 20% tax. F Robert Keith, Inc., 13th and Baltim Kansas City, Mo.



MONOGRAMMED
GLASS TABLE MAT

Unusually attractive glass plaque beveled and personalized with han cut mitre monograms. Splendid for u under hot plates, under vases or coasters. Decorative and practical makes a most desirable gift for a occasion. Ranging in size from 4 to inches.

$5.95 for set of 4, postpaid
Underline initial of last name.
Order early for Christmas delivery
No C.O.D.'s please

EUNICE NOVELTIES Dept. H-114
5th Floor Woman's Exchange Bldg
541 Madison Ave., New York 22, N.

Put it on the Dog

Give your pet child his or her own individual serving tray set. Child's painted wooden tray with carved doggie sides plus highly glazed pottery breakfast set. Just one of our many original ideas for children's and infants' birthday or Christmas gifts. $18.50 complete.



Parcel Post Not Included

6 EAST 52ND STREET
NEW YORK 22
PL 3-7282



Maple Goodies

Maple products delicious on waffles toast, puddings, ice cream, in cook ing. Not rationed. 7 oz jar pure V churned maple sugar with cinnamon 1 lb jar pure Vt maple butter; 1 l pail soft maple sugar; 14 oz jug pur maple syrup; ½ lb shelled black wal nut meats. 5 items as shown $7.35 4 items (without nuts) $6.35.

NOT SHOWN: 1 lb hard maple sugar $1.50.

All postpaid in 48 states. No COD's

The Josselyns
Box 147 Dept. HBN Dedham, M

SHOPPING

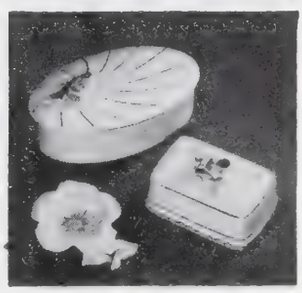
GARS—CIGARETTES. This ched set is handsome enough to pete with those cute things in long k stockings for a man's approving The large hassock has a humidi- to keep cigars fresh and costs The smaller one holds lots of rettes and is $5.95; $17.50 the set. nd for a man's office. Made of her in maroon or brown. Dorothy ıer, 106 S. 13th St., Philadelphia, Pa.



NG PLATES, shades of the old ıer shop quartets, that will set any y off to a rollicking start. There twelve of them and each comes the first four bars of the original ic and words of twelve old favorite nony songs, and the subjects are rfully and humorously illustrated. price for the dozen is $7.95, ex- 's collect. No C. O. D.'s. Zillah onds, 11 W. 56th St., N. Y. C. 19.



TCHED TRIO. Accessories set mood of your decoration, and with e Princeton China pieces your room have a head-in-the-air enchantment. oval candy box, 7½" long, is $5; cigarette box, 5" x 3½", is $4.50; flower ashtray is $1.50. In ivory, , or pink, postpaid from Gimbel ., Milwaukee, Wis.





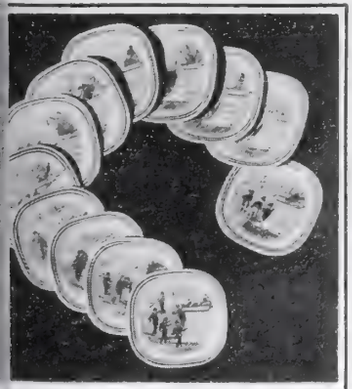


"Peter's" Name Painted on His Picture Frame

It's a clever Evelyn Reed idea—an 8" x 10" glass picture frame, gayly colored with figures of romping boys and girls. Then, it's hand painted with your child's full or first name. Grandma would like to have one, so would a favorite uncle, and, of course, yourself. So, send us your order today—please print child's name.

$5.00 Plus Postage
11 x 14 @ $6.50
Landscape, 8 x 10, $5.00

Evelyn Reed
524 MADISON AVE.
DEPT. H.B.11
NEW YORK 22, N.Y.



OPERA BITS on TIDBIT PLATES

each of these gay and colorful es is depicted a scene and some of musical score of a great opera. igns by famous French artists. So it for canapes or casual snacks.

6" square plates, series of 12 designs, priced Per Dozen **$7.80**

paid prices: 12 for $8.45; 8 for $5.65.

NDEZVOUS GIFT SHOP
ftCounsellors Asbury Park, N.J.



A GIFT, LONG REMEMBERED!

6 SELECTED REPRODUCTIONS OF FLOWER PAINTINGS by Jean Louis Prévost $1.95 Postpaid

Each print 9" x 12" in full color on fine white paper. Ready for framing!

Lovely flower prints, year round reminders of your thoughtfulness. Take advantage of their decorative value, by grouping them over your sofa, flanking the fireplace, brightening a corner in the foyer, den, or guest room.

A treasure for the furlough bride—a time-saver for filling the gift gaps in your Xmas list.

ORDER NOW! Sorry, no C.O.D.'s

CRESTE-ANDOVER CO.
415 Lexington Ave., N. Y. 17, N. Y.—Dept. B-11



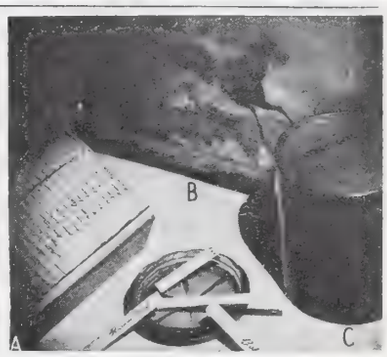
"PLACE-CARD" TUMBLERS!

A clever idea and most practical, too. Glasses for which you will find many uses. Write guest's name in pencil on a gracefully sand-carved panel—it washes off easily, all ready for the next occasion. Many people prefer to call them "Write Your Name" glasses. Grand for gifts! You'll like these handsome, sparkling, crystal tumblers with their heavy sham bases. 8½ ounce capacity. Ideal for highball and table use. **$3.45** per dozen postpaid

Add 25c per dozen west of Denver. Satisfaction guaranteed or your money refunded.

Write for NEW gift-packed folder.

THE MONOGRAM GLASS CO., INC.
1131 Chicago Ave. Evanston, Ill.



GIVE AUTOGRAPH CIGARETTES

They're *made-to-order*, superlative in quality—and they have that unfailing *personal touch*. Exciting original gifts! Wonderful smokes! Rich in age-mellowed aroma!

A. **"SHOW-THRU" BOX** of 200 cigarettes with one's signature in *Red* or *Blue*. Special Blend (fine American and imported tobaccos) 6.75; Rare Turkish, 8.50. 200 Spec. Blend with *first name* in script (or 3 initials) 5.00.

B. **OLD PRINT CHEST,** with 500 Spec. Blend, autographed. Beautiful antique-finish; mahogany lined; humidor attachment. 18.75

C. **CIGARETTE RUSSE**—delicate aromatic Near East tobaccos; long slim filter-holder. Ideal for "little gifts" and parties. 100, 3.00

Order NOW for Christmas from Autograph Cigarette Co. (Dept. M), 452 5th Av., New York

LIGHTER WOODS

MARVELOUS "FAT PINE" SOUTHERN KINDLING

130 LBS. TWO CRATES **$4.85** F. O. B. WINTER PARK

A Winter's Supply of Pine Pitch Sticks We Will Ship at Once—Send Your Check

The Littletree Company
WINTER PARK, FLORIDA
ASK FOR OUR NEW RUSTIC FURNITURE CATALOG



Shrine music box 8" frost boughs and subtle blue translucency set in a case of driftwood grey
$13.50 check or m.o.
Martha Eaton
171 Hollywood Avenue
Crestwood 7, New York



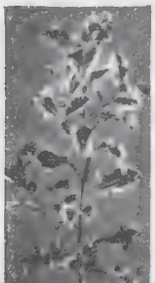
Good Fortune Brings You Our Prized
MINIATURE GRAND
PLAYS CHARMING MELODY!

The Swiss music boxes within are very rare. Order now. Perfect in every astonishing detail, down to ball feet. Solid Mahogany in natural light shade. Scaled one inch to foot. Each plays a beautiful, well-loved melody. For collectors and other lovers of perfection. Superb gift. Prepaid.... **$9.00**

SEND CHECK OR MONEY ORDER

MALCOLM'S
HOUSE AND GARDEN STORE
524 N. Charles St. Baltimore-1, Md.

A GROWING
English Holly Tree



Let Holiday Cheer Live thru the year

These lovely little trees are the rare two-toned variegated species of English Holly. They brighten your window throughout the year or add charm to the memory garden of a friend. 8 to 12 inches high, potted in Oregon soil and packed in an unique box that insures their safe arrival.

$5 prepaid from AMBROSE BROWNELL Box 73-B, Milwaukie 2, Oregon

Brownell of Oregon



HANDMADE DOLL BED
For a Little Girl's Christmas

Sturdy construction, beautiful ivory enamel finish trimmed with pleasing blue stripe, colorful decal on head and foot are some of the features of this lovely doll bed. Bright wooden beads slide up and down on the sides. The soft cotton mattress is covered with dainty blue and pink print.

24" long, 16" tall, 12" wide. No C.O.D.

Express Prepaid **$9.95**

FAIRCHILD GIFT SHOP
5331 De Siard Monroe, La.



Olive Leaf Pattern
(Woven in Virginia)

Unpretentious dignity and warm romantic charm mark reproduced Colonial Coverlets. Olive Leaf also known as "Muscadine Hulls", "Hickory Leaf" and sometimes "Double Bow Knot." The leaf design seems to have evolved from the "Sun Rise" pattern. Notable for preciseness and symmetry. Available in Navy on white only, twin bed size 72x100 inches, $17.00. Color 100% virgin wool; white 100% cotton. Color 41% of fabric; white 59%. Order early.

LIZA'S GIFT SHOP
New Market, Virginia

PERSONAL NAME TAPES
PINE TREE CO.
NEWPORT, N.H.
JOHN A. SMITH

Protect Your Clothing with
PINE TREE NAME TAPES

These indelibly printed Name Tapes *identify* your personal belongings—*prevent losses!* Put them on shirts, sox, underwear, ties, sweaters, bed linen, etc. Ideal for Service men and women—youngsters at school or camp—folks at home or away.

Printed in black ink, your name won't fade or wash out—even in boiling water. Tape is good quality "linet," ⅞" wide; easily attached. Roll of 50 tapes, same name, $1.00; 100—$1.75; 200—$3.00. Prices cash; postpaid.

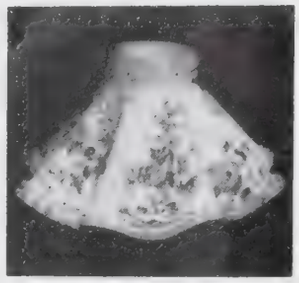
Order Pine Tree Name Tapes NOW! Give number and size of rolls; first name, middle initial and last name to be printed.

PINE TREE CO.
Dept. 425 Newport, N. H.





FITTING FRAME. This o clear, bright lucite is decorati itself but modestly submerges it personality to give full prominer the all important photograph i plays. Holds 5" x 7" photo. C size 11" x 9". $8.50 ppd. Kat Grey, 3 Park Place, New York 3,



DRESS UP YOUR HOUS the holiday season! If your lamp situation is rather dismal (and isn't after the long dry spell of n frames?), take a good look at thi made of flowered paper with a clip to fit any bulb. As you'll pr need several, you'll appreciate the 10" size, $1.95; 8" size, $1.35 pos Edith Chapman, 163 E. 33rd St., N



STITCH-IN-TIME KIT. purse sewing kit is truly a frie need when you're traveling or stu town with a button off or your drooping. It has 8 different c threads, straight pins and safety in a rayon satin case. Measures x 5½" folded and 12" long open. raisin, peach, contrasting lining plus 25¢ postage. Hall Galleries, Steiger Co., Springfield, Mass.



"JEWEL" Electric Fountai
A GIFT FOR THE HOME

Sparkling, bubbling, decorative fountains — in metal, stone, or natural rock. Cool and humidify atmosphere, preserve furniture. PORTABLE—require no water connections. Choice of available designs.

COLOR CHANGE FOUNTAINS

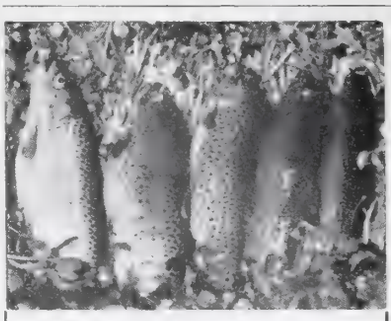
Send 10¢ for our latest catalog describing our patented color change fountains, waterfall, and pump units.

Est. 1880. Main office and factory opposite Merchandise Mart, Chicago.

For Hom Pool Gard



JEWEL ELECTRIC & MFG. CO., 216-HB W. Kinzie St., Chicago 10



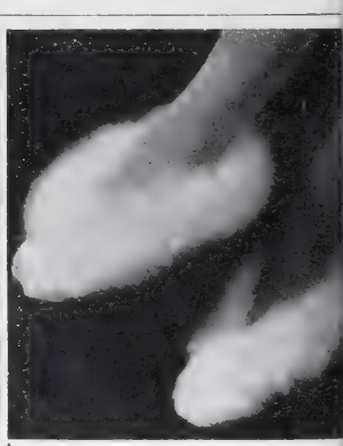
NEW XMAS GIFT SUPREME!!
Icy fresh, delicious, rare
OZARK COLD SPRING RAINBOW TROUT!
Fresh delivery guaranteed.

8 speckled beauties taken from springs in late afternoon, packed in lots tangy water cress & iced, $5.50, 18 for $10.00 del. anywhere in U.S. (add $1.00 & 1.50 West of Rockies). None under 8½ inches. Gift card enclosed.

A REMEMBRANCE DELUXE FOR BUSINESS CLIENTS. TO ASSURE DELIVERY PLACE XMAS ORDERS AT ONCE!!

Any number baskets basis above prices.

Dogwood Springs Farm
On Clear Creek Fayetteville, Ark.



NO COLD FEET . . . for you winter in these warm-as-toast Me slippers from Peru. They have fle lambskin uppers and lining, baby outer soles and lustrous white Alp fur collars! Perfect for home or e office comfort.

Ladies' sizes 2-11 . . . **$5.95** postp

NOT RATIONED
State Shoe Size

GOOD NEIGHBOR IMPOR
16 EAST 50TH STREET, NEW YORK 22, N

CHRISTMAS BOUND

ADEN WITH FINE GIFTS



DUCK HEAD BOTTLE OPENER

Take him by the bill, put him on the cap of any bottle, tilt him and off comes the cap — pronto! Beautifully modeled and cast Mallard head in natural color **$4.00.** *Also serves as a decoration for the bar.*



NEW BEDFORD WHALER

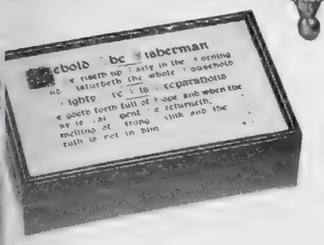
An excellent ornament for interior or exterior decorating—used on fire screens, above mantels on wall or chimneys. Of heavy gauge aluminum 18x10" high. **$25.00**

D COLONIAL BRASS KNOCKER

nified and handsome. niniscent of Ye Old es is this polished Brass or Knocker, 7½" high. **CO**



e delivery promptly de on all items or- ed before Dec. 10th.



"BEHOLD THE SHERMAN" CIGARETTE BOX

actions on that important gone ng day amusingly described in il. Of fabrikoid, it holds stand-, or king size cigarettes. **$4.00**



SCOTCH TERRIER DOOR HOLDER

*Popular animal design, making an unusual and diversified ornament. Can also be utilized as a Foot Scraper. Of heavy cast iron 8"—***$4.00**

The Anchorage

GIFT SHOP

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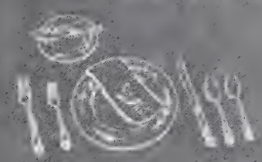
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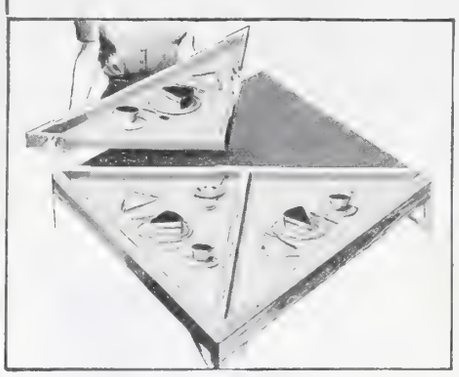
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THE MAGAZINE DEDICATED TO THE BUSINESS OF GOOD LIVING

Vol. 86 NOVEMBER 1944 No. 1

• Cover, kitchen in home of Mr. and Mrs. J. D. Boggs, Bel Air, Cali
Kodachrome by Maynard L. Parker

DECORATING

Can You Rent and Decorate, Too? 6
One Renter's Secret 70-7
Wartime Renters Can Live Gracefully 7
Renters Can Achieve the Built-In Look 7
So Your Rented Quarters Don't Have Enough Closets 74-7
Our Amazing Young People 76-7
1944 Ingredients for a Young Man's Apartment 82-8
Best Sellers Are Written Here 88-8
She Practices What She Preaches 92-9

GARDENING

Will You Have a Better Garden Next Year? 84-8
So You Think You Haven't Time To Garden? 96-9
Fight Droughts with Humus—The Man Behind the Hoe 15
Log of the Practical Gardener 17

HOUSE BEAUTIFUL'S HOME PLANNER'S STUDY COURSE

Is a House Really an Investment? 100-10
You Should Weigh the Nine Trend Ideas of This House 102-10

FOOD AND ENTERTAINING

Thirty Days for Thanksgiving 86-8
Return of the Cookie Jar 98-9
Pantry Shelf News 15

HOUSEKEEPING AND MAINTENANCE

37 Most Frequently Asked Questions about House Painting 94-9
House Beautiful's Housekeeping Recipes 173-17

OTHER FEATURES

Window Shopping 36-6
Will You Fly to Work and Play after the War? 80-8
Is There Something the Matter with Your Neighborhood? 90-9
Dear E.G. 10
If You Don't Like "Good Music" 10

ELIZABETH GORDON
Editor

RALPH BAILEY
Managing and Garden Editor

RUSSELL RYPSAM
Art Editor

FRANCES TAYLOR HEARD
Home Furnishings Editor

IRENE L. MOORE
Executive Editor

MARION ROWLAND
Copy Editor

KARL STEINHAUSER
Staff Designer

SUSAN PRICE
Decorating Consultant

JULIUS GREGORY
Consulting Architect

ASSOCIATE EDITORS

MARION GOUGH
General Features and Textiles

PATRICIA GUINAN
Window Shopping and Nursery Furniture

SARA LITTLE
"Girl with a Future" Department

FLORENCE PAINE
Housekeeping and Appliances

RICHARD A. HOEFER
Business Manager

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*Jascha Heifetz, painted for the Magnavox collection of great artists by Boris Cha

Recipe for a great violinist

"You always hear of the 'delicate, sensitive violinist'" says Heifetz. "Well, I assure you that it takes the nerves of a bullfighter, the digestion of a peasant, the vitality of a nightclub hostess, the tact of a diplomat and the concentration of a Tibetan monk to lead the strenuous life of a concert violinist."

And after all, who should know better than Jascha Heifetz? Born in Russia 43 years ago, he cannot remember when he did not know how to play the violin, for he learned at the age of three on a quarter-size instrument.

At seven, he made his debut—*and has been self-supporting* ever since! His concert career has taken him four times around the world—and he estimates that he has played over 75,000 hours and has traveled over 1,500,000 miles in every type of vehicle from airplane to rickshaw.

Today he keeps an extensive concert schedule—and also gives numerous performances to service men in camps and overseas. He believes that in wartime music is important. "In these days," he says, "I feel that my audiences are really with me, that we are as one, enjoying a brief escape from realities."

When Jascha Heifetz *plays,* he uses his precious Guarnerius violin dated 1742—or his Stradivarius made in 1731. When he *listens* to recorded music, his instrument is the Magnav

To enjoy to the full one of Heifetz's mast recordings hear it played by the radio-pho graph he prefers above all others. So bea fully does the Magnavox reproduce g music, that Kreisler, Horowitz, Beecham Ormandy have joined Heifetz in choosin for their own homes

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Can you RENT and DECORATE, TOO?

Renters must live by standards different from owners'. But it doesn't mean doing without complete and beautiful furnishings or accepting makeshifts

By Elizabeth Gordon, Editor

Alibis about why people don't have the kind of homes they want fascinate me. I collect alibis the way other people collect stamps or jokes. I love to examine them to see if they really hold water, are legitimate, and therefore honorable.

Most alibis revolve around a shortage of money or around destructive children. A very common alibi is that renters can't be expected to have as nice homes as owners, since furnishings that are right for one place won't be right in the next place.

This is strictly an alibi—and not an honorable excuse. It *is* true that it is *harder* for renters to have nice homes, but it *need not be more expensive.* It is true that it is not sound to invest in things like wall-to-wall carpeting and expensive fabrics, since, perhaps, they cannot be remodeled to the dimensions of a new home. But successful furnishing and decorating need not revolve around such items. Do your major investing in thoroughly mobile things: pictures, lamps, chairs. There are tricks to every trade. Yours is moving.

FRANCE'S ELEGANT APARTMENT PHOTOGRAPHED BY ELLIOT LARKE





There's not a single prosaic piece of furniture in this apartment
the secret of its distinction. We recommend this secret of succe
ful decorating to other renters. All the furnishings are movable
any future home which Decorator-Owner Lucile Curtis may occu

ONE RENTER'S SECRET: AVOID CLICHÉS, SHY AWAY FROM SUITES, BUY DISTINCTIVE NOT RUBBER-STAMP ACCESSORIES

By Irene Moore



Architectural changes can be wrought with screens and fabric. Screen hides kitchenette. Sheer draperies (below) blot out two small windows, create illusion of unbroken wall

There's no one better acquainted with renters' decorating problems than an apartment dweller. And who could know them better than someone who lives in *two* apartments? Decorator Lucile Curlee does just that. When her husband, Adam Gostomski, was called to a Washington job, it meant breaking up their New York home. But Miss Curlee's decorating business was there. So the answer was two apartments: one in New York to serve as her office and week-day home, and one in Washington for him, large enough to be a week-end home for both of them. (See it on the next two pages.)

Miss Curlee faced the problems that beset every renter—whether of houses or apartments. The furniture had to be movable for future use; floor coverings, light fixtures, etc., could not be permanent; partitions and window openings could not be changed.

See the pictures for her solutions to renters' common problems: unusual pieces of furniture accented with distinctive accessories, architectural weaknesses camouflaged with screens and fabrics. Everything will be usable in future homes. Only the wall-to-wall drapery was bought especially for this apartment. Even it is not an extravagance; it can always be cut down for glass curtains.

PHOTOGRAPHS BY EMELIE DANIELSON





Above. Desk covered with white damask cloth becomes serving table. Individual pieces, like filing cabinets at ends of daybed, give character to this renter's home. Cabinets are covered with rawhide, use brass Chinese bookends as pulls

Miss Curlee's apartment illustrates what we mean by "distinctive" accessories. She uses modern paintings by young American artist Jeanne Miles, unusual bouquet and cigaret holders, fabulous candleholders, shells for ashtrays, rope drawer pulls



WARTIME RENTERS CAN LIVE GRACEFULLY

No one is more temporarily housed than a Washington wartime official. But duration living need not be grim. This decorated-for-a-man apartment proves it. See its feminine counterpart on pages 70-71



Drapery fabric is an original design—one more guarantee of distinction for rented quarters. Design was created and airbrushed on white muslin by Walter T. Daube Studio



Decorator Lucile Curlee picked up strong colors from modern paintings by Jeanne Miles and Johannes Schiefer to create color scheme of blue-green and Chinese red for her husband's apartment

Right. Unmatched pieces like marbleized commodes, carved wood, and glass coffee table give character to Adam Gostomski's temporary home. Twin daybeds enable Mrs. Gostomski to weekend there

A bachelor client asked Designer Robert Gruen to create for his New York apartment an interior of masculinity, comfort, and informality. The designer did it with furniture which appears to be built in



Left: The built-in look of this sectional sofa unit was achieved by hanging a curved false wall of Weldtex behind it. Custom-built bookcases and bar of Weldtex appear to be structural part of the room



Custom-built bar and bookcases are separate pieces of furniture which can be moved to new quarters. Ends are wholly finished. Bookcases are designed with deep bottom shelves to hold records

RENTERS CAN ACHIEVE THE BUILT-IN LOOK

Renters need not envy homeowners the feeling of permanence and security which goes with built-in furniture. Its custom-built, architectural quality can be accomplished with movable units

PHOTOGRAPHS BY EMELIE DANIELSON





MAYNARD PARKER

What do you think of this for decorative ingenuity! Two wardrobes, covered in floral wallpaper, flank a dressing table skirted to match. Unpainted closets, Gimbel's, N. Y.



SALLY HUNT, DECORATOR

Mrs. N. B. Hasbrook, of Beverly Hills, Cal., used department store cardboard wardrobes in her dressing room, covered them with wallpaper, did the same to hat boxes



FRED LERNER

Shelf space is another thing there is rarely enough of. A 2-shelf wall brack with mirrored back comes from Martin Carlstein Associates and the gay décor is hand painted on the wall



So your rented quarters DON'T HAVE ENOUGH CLOSETS!

If you're an apartment dweller, you're lucky to have a place to hang your hat, this crowded year, much less your clothes. But here are simple and decorative devices for creating extra closets

By Patricia Davidson Guinan



These Mr. and Mrs. closets nip in the bud many dark looks from your sparring partner. Or if you're a lone clothes-horse they'll give your wardrobe breathing space. Built-in closets photographed at R. H. Macy & Co.

RICHARD AVERILL SMITH



Here you see that the space inside is big enough for a chest of drawers, linen closet, or make-up bar. Closets, curtained in chintz, match bedspread and the resulting bed niche furnishes architectural interest

f you're a woman, it used to be, when you were home-hunting, that your first question was "How are the closets?" You used) make a systematic search through the apartment or house check- ıg on them long before you settled down to noticing such things s cross ventilation, exposures, height of ceilings, and wall space. oday your instincts are the same, but you're resigned to taking hat you can get. And nine times out of ten, adequate closet space not included.

So there you are. A roof over your head, the possessions of ears crammed in with you, and no place to put them. And then ou pick up your favorite magazine and read about keeping the ome fires burning by living graciously. "Graciously, indeed!" you ıeer, as you look at the children's toys scattered around the living oom, the overflow of books piled in the corner, your husband's olf bag sprawled in the hall. And your clothes! You're beginning think a marriage is a success only as long as a man and wife ave separate closets. And that's a luxury you look back upon ith a desperate yearning. Let the rest of the world scramble for ostwar plastics and helicopters. You'll take big beautiful closets, ank you!

Well, you can take them now, ladies. Just because you rent stead of own is no reason to be without closets. The photographs n these pages show you how you can make closets that you can buy come both exciting and practical. They add decorative stature a room, and some of them you take with you when you move.

EMELIE DANIELSON



Ted Sandler had a long narrow room and a dearth of closets. So he made an architectural feature of a built-in closet, thereby creating a dressing room as well as much-needed extra space for sorting things

OUR AMAZING YOUNG PEOPLE

When they started out, Mary and Buz Ellsworth could fit all their household goods into one suitcase. Now, a year later, see their menage and how it was put together

• By Sara Little

Mary and Buz or, more officially, Lieutenant and Mrs. Virgil Ellsworth, are a typically nomadic young Army couple of the now-you-see-us-now-you-don't variety whom duty has called right spang across the continent—with stopovers—from California to New York. If you know a grim story about furnished apartments, save it. They could go you one better, because they've lived in them all. Which is why, by the time they landed in Beechurst, N. Y., they decided that they were entitled to their own establishment.

That would seem to be a pretty big order, when you're on the wing and counting pennies. But the astonishing Ellsworths consider it elementary. They're that kind of people. Mary got herself a nine-to-five office job, but still found time to scour the second-hand shops and auction sales for her tables, chairs, chests, and sofa—and clocks, of course. (She collects them like mad, wrote "It Started With Priscilla" on page 102 of our October issue.) Buz thinks nothing of whippng up his own wall paint with colors ground in oil and dead flat varnish. Both have a passion for doing over old furniture. They'll try anything with wallpaper and would as soon re-upholster a chair as look at it. Nothing stops them. And the funny part is that neither of them ever knew they had these talents until they gave them a workout in the three-room apartment. Across the page see what Mary did to the place where the Murphy beds used to be. Then turn the page for more of the Ellsworths' bright doings. You'll want to rush right out and try your own hand at rejuvenation.





Above left. Here's Mary plotting to do away with the Murphy bed, for the good reason that nobody ever used it and its double doors and knobs were rather pointless in the room. Bed was taken right out of the niche

Above. Doors to bed niche were unhinged but not discarded because wood is scarce. They were nailed together as one piece, pushed back to form back wall of alcove. Top and sides were covered with 1" x 12" boards

Right. Murphy doesn't live here any more. Instead the space is an alcove for one of Mary's personally refinished, second-hand chests. John Alden, the clock, came by auction. Note homemade cornice, indirect lighting

Below. The Ellsworths are now wallpaper wizards. Mary chose a pattern to match the chintz in a chair, but, for a more dramatic effect in the back panel, cut out stripe of small roses, using only imposing big ones



GIRL
MOW A LAWN



OUR AMAZING YOUNG PEOPLE

Fruits of the apartment house cellar after a bit of Ellsworth rejuvenation. Under the fringed skirt, which Mary made by hand, you'll find a crate and two pieces of rare old plywood turned into a table

Below. Through dust and mildew, Mary's seeing eye discerned the possibilities in this wash stand. All it needed was scraping and varnish, and now look what she's got! Pitcher and bowl ascended from cellar, too







Above. Willie, the custodian of the basement store room, held small hopes fo Mary's foraging excursion, because it beat him how anyone could use any o that old junk mouldering in the cellar. But Mary knew different. Here she is, nego tiating for the washbowl and the crate that later blossomed into a tabl



Here is Mary with Willie, the apartment janitor and the Ellsworths' black angel, in the cellar storeroom. "Sho am a heap o' junk, Ma'am," and even resourceful Mary is inclined to agree. Then her practiced eye spied some plywood and a battered washstand. Upstairs they went, grinning Willie lending manpower





And now begins the fun! A few nails and a sure hand secure the plywood circles to either end of an orange crate, and the Ellsworths have a table. Next Mary bought enough fabric to make a long skirt for the new table. She chose a rich shade of taupe, dramatized it with wide gold fringe. Not bad! Not bad at all!

GIRL WITH A FUTURE

"People may think we're crazy," and the amazing Ellsworths grinned at their audacious homemaking, "but there's a method in our madness." Just back from a first-hand encounter with the fruits of their labor, we can vouch for the cold truth that Mary and Buz know what they're talking about.

Most important rule for all shoestring decorators to remember is the need of a system, they told us. When the young Ellsworths start to work there's no fooling about it. No time-cheating, like "let's have a cigarette and a coke first." No unorganized dilly-dallying, like leaving one job unfinished to flit to another more interesting. Their procedure is a lesson in the direct approach, and they must be right because they're a pair of speed demons. One of their pet theories is the Assembly Line. And no smoke-belching factory has anything on them for efficiency.

Take the prize of their cellar scavenger hunt—Mary's beloved washstand. One night they devoted to scraping it. And if you've ever scraped a derelict piece of furniture, you know it's a back-breaking, deadly dull job. It took an iron will to stick to their self-imposed task. Rolls of rose-spattered wallpaper lay on the floor, teasing them to start hanging it. And the Ellsworths love to paper. Yards of matched fabric were draped over a chair, all ready to be cut for a slipcover. And the Ellsworths love to upholster! But these two are made of stern stuff. Their program for the night was scraping, and before they went to bed the old washstand was denuded of myriad coats of ancient varnish. Then they could stand off and yawn and stretch and hold their aching backs and congratulate themselves on the stark, clean beauty of its natural wood.

And so it went. Next, sandpapering, with no diversions, until it was done. Three coats of varnish stain followed, and not until their stand was as handsome as they knew it could be were they ready for another project.

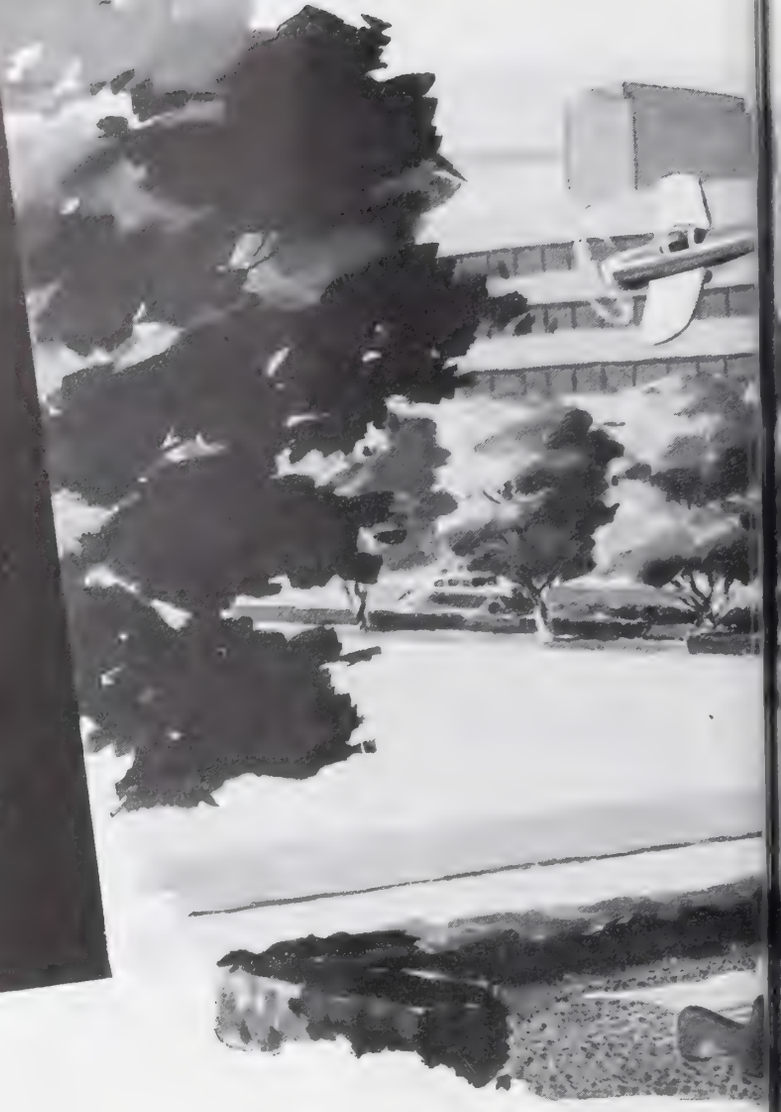
Needless to say, our hats are off to Mr. and Mrs. E. We only hope we can follow them through to their own home after the war. "That will be the day," said Mary, as she gave officer Buz a crooked little smile. "Don't be surprised, though, if it's Modern. We feel it's our next dish of tea. But with Victorian you sure can do a lot for a little." And they sure did!



On the opposite page you can see the old washstand in its finished glory. Here you see it getting there. The old bowl and pitcher hold banked greens

For more young people's ideas on home furnishings see pages 122, 123.

WILL YOU FLY TO WORK AND PLAY AFTER THE WAR?



Dedicated to BETTER TOMORROWS

An airplane, feasible for your private use, already exists. But its advantages will be nullified if you have to land at cities' outskirts. Here's a plan to make private air travel an actuality

By Oliver L. Parks
President, Parks Air College

What will the Age of Flight, scheduled to begin at the close of the war, mean to the average family? This is one of today's burning conversational subjects, as we lay our plans and start to work on practical ways of creating Better Tomorrows for all. Chances are, if you are a forward-looking American, you have been embroiled in the subject recently. Maybe discussed the possibility of climbing into your air flivver in your suburban back yard and scooting off to work. Possibly played with the thought of tumbling the kiddies into the family airplane and zooming them off to school, before you trek by air to your downtown shopping and flit home again in time for lunch. Then aviation really *can* be the cushion that takes up the unemployment slack—and right after the war.

But probably you dream of these things as happening "some day" in the relatively distant future. And that "some day" need not be so far away. If the people of the United States want it enough, it *can* happen on the first tomorrow after the war.

For that "some day" is shaping up into a brave, strong reality. The tools—the means to private air transportation—are here. Spin-proof, fool-resistant, small passenger planes like the "Ercoupe" are flying today, but little has been said or written about them. They have accumulated thousands of air hours, been piloted by 20- to 60-year-old average Americans. Capable of carrying an average-size family, they will be sold for approximately $2,500, perhaps even $1,750 when enough people buy them and mass production lowers the price. What remains to be done is to create a network of conveniently arranged air landing strips, so that the family or private airplane can take off and land near home and office.

Fifteen months ago we were as skeptical as most people of the Air Age to come. Since then we have made extensive studies demonstrating conclusively that in size, in economic influence and in the altering of travel habits of everyday men and women in the United States, the personal airplane will be of major importance. With countrywide interest in the replanning and reshaping of cities and suburbs in the postwar world, we believe it is time for Americans to study and



This is how a downtown Airpark, or landing strip, for private planes would look. Built in city's center, instead of at outskirts, it would enable business men and shoppers to land within walking distance of their destinations.

make room for—yes, and budget funds for—use of the personal airplane in and around every metropolitan center.

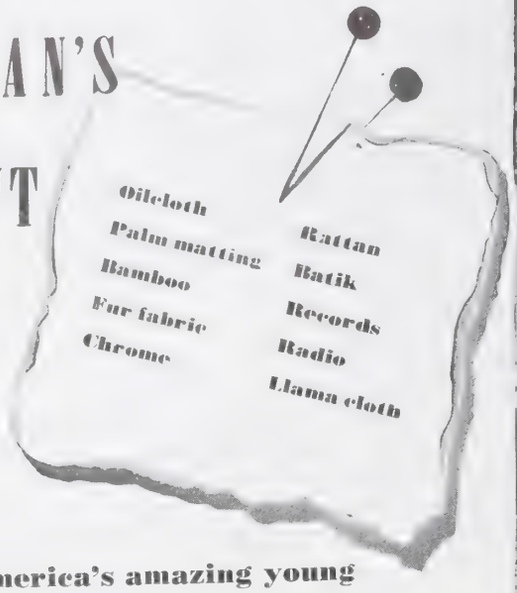
We became converted to the personal airplane field only after careful research. We bought nine "Ercoupes": single-engined, light-weight, 65 horsepower monoplanes, seating two people each, which were already in production before the war. These planes need only 400 feet on a standard runway of 2,000 feet to land or take off. We gave flight instruction up through the initial stage of soloing (flying alone) to more than 100 people drawn from all walks of life, ranging from executives who never before had touched the controls of a plane to stenographers, gardeners, waitresses, and general maintenance help at the Parks Air College. Men and women in age groups from 20 to 60 participated. We found that the average man or woman can learn to fly such a plane after only *five* hours of instruction. You can identify yourself with any of these age groups and see how long it would take *you* to learn to fly by consulting the table on pages 148, 149.

Our experimenting showed us something else, too. It proved beyond a shadow of a doubt that the personal airplane is not necessarily the plaything of the rich. In fact, in 1,133 hours of flying, we found direct operating costs of just 2¢ a mile. These included gasoline, oil, material used for maintenance, and labor figured at $2 an hour. Indirect operating costs, including depreciation and hangar rental, we estimated at no more than 1½¢ a mile. (*Continued on page* 142)

Suburban Airparks will enable private planes to be landed close to home. Landscaped runways, handsome hangars will make them beauty spots, desirable additions to any neighborhood. Private planes will be no noisier than autos.



1944 ingredients for a YOUNG MAN'S APARTMENT



Another one of America's amazing young people added to that list of ingredients his own time and talent to produce furnishings entirely handmade for his home

By Karl Steinhauser

We'll admit that not every man is blessed with a designer's talent. We'll admit, too, that it isn't every man who can decorate his *sanctum sanctorum* untrammeled by a woman's "musts." But Richard Spencer, of Santa Monica, Calif., scored on both these counts. He had only his own tastes and whims to humor; and he is an industrial designer who can turn his talents as readily to furniture as to airplanes.

The furnishings which you see on these pictures are entirely his handiwork—all made in his spare time. He wanted textures as tropical as the palm-fringed view of the Pacific outside his living room window. So he chose bamboo (which he himself cut high in the Hollywood hills), rattan, batik, grass cloth. He combined these materials with others to fashion furniture for his needs.

One of those needs is space to store a collection of radio-phonographs and innumerable records. Many a man whose hobby has been relegated to a closet bursting with all manner of household trappings will eye wistfully Dick Spencer's record cabinets which give easy and constant access to his hobby. Both that cabinet on the left wall of the living room, and the long, low chest in the bedroom house radio-phonographs and records.

Mr. Spencer finds only one drawback to his custom-built furniture. He has a hard time retaining ownership because visitors are always wanting to buy it.



PHOTOGRAPHS BY MAYNARD PARK



Dick Spencer built the arm chair by making a two-by-four framewo to hold a circular inner spring pillow for the seat. Back and arn built up of kapok. Llama cloth upholstery. Even the lamp is Spence made. Shaft is formed of shower curtain rods, top spun ste





Dick built a framework of two-by-fours around the innards of an old radio set, covered whole thing with rattan. Result: one modern desk with built-in radio. Lamp is handmade, too

Left: Couch is Spencer-made, on same principles as arm chair, opposite page. Batik hides an ex-closet which now houses a loud speaker. Draperies hide another wall-chopping doorway

Below: Dick built bed, like couch and arm chair, on a framework of two-by-fours covered with rattan, topped with springs and mattress. Bed table is beer case covered with bamboo





Above: Dick chose oilcloth for draperies because it is "inexpensive, effective, and light-proof for daytime sleeping." Floor covering throughout apartment is squares of palm matting. Mural was executed by a friend of Dick's in return for a gift of furniture



To hold its own, a garden, like a person, must go forward. A better garden means better plants, among other things—not just more plants. Plan to bolster the weak spots in your basic planting

Each year, when the new seed and plant catalogues make their appearance, we pore over them hungrily. We find a new annual here, an improved perennial variety there, a new exciting rose somewhere else. We plan, with whatever ruthlessness a gardener is capable of, to root out or give away our not-so-good ones and replace them with the different and the better. But what about the garden as a whole? How about the prostrate juniper that is now moribund, or the arborvitae that hides the second floor windows, or the maple that turns the lawn into bare concrete, or the bargain evergreens, now never green at all? What do we do about them? Most of us do nothing. We treat our "permanent" planting as though it really *had* to be permanent. We leave it year after year, to be the millstone around the garden's neck.

Here, then, is a plea for the *whole* garden. The trees, shrubs, vines, hedges, ground-covers—things that make a real garden picture possible, that are the main elements of the setting in which our daily living goes on. Check the five points below, then the suggested "betters" for some common "good enoughs" at the right. And plan now a basic, diversified, continuing garden improvement program.

IF YOUR GARDEN SEEMS TIRED OR COMMONPLACE, PERHAPS ONE OF THESE THINGS IS WRONG WITH IT:

There are no trees—And therefore no third dimension. On even the tiniest plot it's not only possible but vital to have a few good trees. They needn't and shouldn't be big—just good ones.

There are no horizons—nothing to keep the eye out of the neighbor's yard, or so much in your own yard that the eye can never pause for rest, never get the essential perspective.

There is no privacy—not the kind formed by high walls or several acres of space, but privacy suggested by a shrub-shaded corner, a shrewdly hedged terrace, a well-planned border.

There is no invitation—nothing to lure the visitor beyond the sidewalk. The invitation to a perfect back-yard garden must be issued at the front gate. Look along *your* street and see.

There is no color—not alone the color of flowers, but the color of size and shape and foliage texture and garden pattern. Trees, shrubs, your house itself contribute this kind of color.

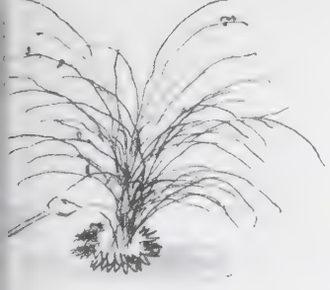
TREES

SHRUBS

HEDGES

VINES

GROUND COVE



Here are some of the popular but ordinary plants we often consider "good enough" to set off our homes and our flowers—and some of the better ones to supplant or vary them for a real garden pick-up

HESE MAY BE GOOD	THESE ARE BETTER	BECAUSE . . .
orway Maple (*Acer platanoides*)	Sweetgum (*Liquidambar styraciflua*)	Grass will grow under it pest-free; autumn color
ugar Maple (*Acer saccharum*)	Sassafras (*S. variifolium*)	See above. Great individuality. Fine autumn foliage
/hite Birch (*Betula alba* or *pendula*)	Hornbeam (*Carpinus betulus*)	Longer lived. Superbly massed foliage. Gray bark
/hite Dogwood (*Cornus florida*)	Pink Dogwood (*C. florida rubra*)	Less common, though actually no lovelier a tree
/itchhazel (*Hamamelis virginiana*)	Chinese Witchhazel (*H. mollis*)	Better tree all round. Blossoms in dead of winter
edcedar (*Juniperus virginiana*)	Cedar of Lebanon (*Cedrus libani*)	True cedar, rare, less hardy, but even finer in age
ulip (*Liriodendron tulipifera*)	Pin Oak (*Quercus palustris*)	Lawn tree, less brittle, less coarse, fine fall foliage
olorado Spruce (*Picea pungens*)	Koster Blue Spruce (*P. p. kosteri*)	Much finer specimen to grow singly, near house
ed Pine (*Pinus resinosa*)	White Pine (*P. strobus*)	Finest of all big pines, though less easy to grow
lane tree (*Platanus occidentalis*)	Maidenhair (*Ginkgo biloba*)	Far less common. Rock hardy, beautiful in maturity
ombardy Poplar (*Populus italica*)	Chinese Elm (*Ulmus parvifolia*)	Almost as rapid a grower; tougher. Good windbreak
ouglasfir (*Pseudotsuga taxifolia*)	Hemlock (*Tsuga canadensis*)	Much finer tree. Native. Makes more compact specimen
lountainash (*Sorbus americana*)	European Mountainash (*S. aucuparia*)	Incomparably better tree. Birds like orange berries
weetshrub (*Calycanthus floridus*)	Summersweet (*Clethra alnifolia*)	Summer bloom gayer; sweet-scented; grows in shade
ebruary Daphne (*D. mezereum*)	Daphne Somerset	Newer, less common, more showy, of great distinction
rook Euonymus (*E. americanus*)	Winged Euonymus (*E. alutus*)	Neater, more distinguished. Unusual bark. Fall color
oldenbell (*Forsythia intermedia*)	Showy Goldenbell (*F. i. spectabilia*)	Has more, bigger, better colored bloom, if possible
hrub Althea (*Hibiscus syriacus*)	Gordonia (*Franklinia alatamaha*)	Altogether an aristocrat. Fall bloom with red leaves
eegee Hydrangea (*H. paniculata*)	Oakleaf Hydrangea (*H. quercifolia*)	Chiefly, it is less common, has better bloom, neater
ıkberry (*Ilex glabra*)	Firethorn (*Pyracantha lalandi*)	Perhaps no better, but fiery berries, clinging habit
aucer Magnolia (*M. soulangeana*)	Yellow Magnolia (*M. cordata*)	Rarer color. Use it for variety, not replacement
lockorange (*Philadelphus coronarius*)	Mockorange Atlas	Has huge white blossoms. A better all round shrub
piraea Van Houtte	Virginal (*Philadelphus virginalis*)	"Wears" a little better. Also somewhat sweeter scent
apanese Snowbell (*Styrax japonica*)	Mountain Stewartia (*S. pentagyna*)	Different. Rare. Suits same purposes better
nowberry (*Symphoricarpos racemosus*)	Spreading Snowberry (*S. mollis*)	Less unkempt. Much better, longer lasting berries
amarisk (*Tamarix hispida rubra*)	Glossy Abelia (*A. grandiflora*)	Has much dignity together with wealth of pink bloom
lobe Arborvitae (*Thuja variety*)	Mugho Pine (*Pinus mugo mughus*)	One sample of how arborvitaes can be varied, bettered
ap. Snowball (*Viburnum plicatum*)	Fragrant Viburnum (*V. carlesi*)	A better shrub all round for the same purpose
ink Weigela (*W. rosea*)	Weigela Bristol Ruby	Redder blossoms. A double refinement of the original
arberry (*Berberis thunbergi*)	Mentor Barberry (*B. mentorensis*)	Much more erect. Almost self-trimming. Hardy
oxwood (*Buxus varieties*)	Boxleaf Holly (*Ilex crenata convexa*)	Better for low hedges where box is not winter hardy
alifornia Privet (*Ligustrum ovalifolium*)	Alpine Currant (*Ribes alpinum*)	Less common. Rock hardy. May be subject to quarantine
	Arctic Willow (*Salix pupurea nana*)	Less common by far. For low hedges only. Bluish tint
	Spirea Anthony Waterer	For an informal variant, with rosy flowers to boot
	Viburnum (*V. opulus nanum*)	Much less common. Low. Hardier. Has rich texture
ew (*Taxus cuspidata*)	Hicks Yew (*T. media hicksi*)	More erect form. Makes a good untrimmed hedge, too
siatic Elm (*Ulmus pumila*)	Amur Privet (*L. amurense*)	Hardiest, best hedge privet. Quick, but long-lived
Voodbine (*Ampelopsis quinquefolia*)	Akebia (*Akebia quinata*)	A real vine. Purple blossoms stand shade. Hardy
oston Ivy (*A. tricuspidata*)	Baltic Ivy (*Hedera helix baltica*)	Evergreen and hardy as well. Clings to all masonry
rumpetvine (*Bignonia radicans*)	Chinese Wisteria (*W. sinensis*)	Not much comparison. Trumpetvine is almost a weed
ittersweet (*Celastrus scandens*)	Honeysuckle (*Lonicera heckrotti*)	Lush grower, but stays in bounds. Rich, sweet scent
weet Clematis (*C. paniculata*)	Clematis Duchess of Edinburgh	More spectacular single flowers, earlier. Both white
leecevine (*Polygonum auberti*)	Bower Actinidia (*A. arguta*)	Less overwhelming than Fleecevine. Hardy. Same color
arpet Bugle (*Ajuga reptans*)	Lily-of-the-Valley (*Convallaria*)	Offers variety. Of course, the two are quite unlike
Vintercreeper (*Euonymus radicans*)	Bigleaf Wintercreeper (*E. r. vegetus*)	Even more vigorous. Fine creeper for deep shade
nglish Ivy (*Hedera helix*)	Irish Ivy (*H. helix hibernica*)	Less common. Hardier. Faster growing in shade
achysandra (*P. terminalis*)	Nothing to supplant it	Under shrubbery, try *Begonia evansiana* for variety
eriwinkle (*Vinca minor*)	Periwinkle, Bowles variety	A great all round improvement over the original type

THIRTY DAYS for THANKSGIVING

Be thankful every day, for there are lights going on again and hope to warm us and cold, crisp air to whet our appetites. Here's a thanksgiving menu for any November evening

by M. F. K. Fisher
AUTHOR OF "HOW TO COOK A WOLF" AND "THE GASTRONOMICAL ME"

"Down on your knees, and thank heaven, fasting!" That is what Shakespeare said to do. It was for a good man's love you gave the thanks, it's true, but it could hold as well for other blessings. In November, though, for us here in the broad homeland, or for Americans in other countries, it is quite ridiculous. We may go down on our knees: that is a good place to find ourselves occasionally. But for at least one day this month we thank heaven, roundly, fully, richly, humbly, sitting at a table.

It may be in a fragrant farmhouse kitchen, where the long board stretches and sags under all the signs of "harvest home." It may be in a restaurant, where turkeys and cranberry sauce and pumpkin pies strut less intimately but for the same national purpose. Now it may be near fox-holes, where dehydrated delicacies brought sentimentally through ack-ack fire cheer homesick stomachs. Wherever we eat the sacramental feast, this year, we give thanks as we do it. It is part of our American heritage.

There are twenty-nine other days, though, in November —crisp exciting days. They have a special feeling about them, building up toward festivals and vacations and furloughs and all the rush of Christmas. We want to have warmth near us, and music and the high comfort of companionship. We want to give parties.

Here is one meant for a cold night, the kind of night that brings people into the firelight with their cheeks chill and bright, and their eyes shining. They have come from hunting in the bare woods, or from the windy, ringing streets of a city. They feel the nervous beauty of the season. They are gay. And they are very hungry.

This is the night to curry favor with their moods. It is the night to give them even more excitement and sting and warmth. It is the night to surprise—perhaps shock them—with a meal completely different from the traditional thanksgiving feast with all its good familiar flavors.

They expect a suave hot soup, naturally: it is a cold night, and *crême d'épinards* (*Continued on page* 139)

COLOR PHOTOGRAPH OPPOSITE BY EMELIE DANIELSON



● Some frosty November night, when friends foregather and it's good to be alive, give thanks around a curry table, spicy and hot as the tropics. Time-honored style of serving curry is buffet, but when guests are few, Mrs. Frances T. Heard, HOUSE BEAUTIFUL's Decorating Editor, makes it a round table affair. She sets out the curry and rice on a lazy Susan from Lewis & Conger, surrounds them with aromatic condiments, bland as well as biting, such as Mrs. Fisher lists. The table mats, which you could make yourself, are cut to follow the curve of the table. Appliquéd monograms on napkins copy swirls in the Spode "Camilla" pattern china, from Copeland & Thompson. Sterling silver, chosen because its design, too, seems to have an affinity for the china pattern, is Lunt Silversmiths' "American Victorian." Water goblets are Duncan & Miller's chunky, thumb-printed glass, from William H. Plummer & Co., as simple in character as the linen-like mats and the china itself, which might have been laid on the Thanksgiving tables of 18th-century New Englanders, for its pattern is an early design



The living room in the Caldwell desert house obviously belongs to a man who brooks no sugar coating. It's as powerfully simple, as devoid of frills as his writing, as colorfully rich as his colloquial dialogue. Red and yellow are his favorites

Here in the study-library come to life the Georgia Boys, the Jeeter Lesters, the Sugar Foots, those symbols of the ignorance, injustice, and poverty that Caldwell fights to expose. The huge table, designed by Laszlo, stores papers and magazines

BY
LOUISE PRICE BELL



PHOTOGRAPHS BY MAYNARD L. PARKER

BEST SELLERS ARE WRITTEN HERE

In a house that has the Arizona cactus country as its front yard, Erskine Caldwell writes his poignant, realistic stories of the people who live close to the red clay of the Southeast

Tobacco Road may have jolted you awake by its sociological revelations, or you may have recoiled from its sordidness, its unvarnished calling of a spade a spade. But whatever your reaction, you will never forget *Tobacco Road*. That's how Erskine Caldwell writes. A blunt, courageous foe of ignorance and selfishness, he uses his story-telling gifts to portray the truth as he sees it, directly and honestly, scorning to soft-pedal it with dressed up words and phrases.

The house where Mr. and Mrs. Caldwell live, in the clean solitude of the Arizona desert, is as direct and honest as the author's pen. They moved close to the sun because Skine, as the writer's friends call him, hates rain and fog, works best when he's near the outdoors—even types on the roof. Here the dramatic cactus desert and the blue sky practically come inside. Rooms are open and airy and the verandah is another living room. Some of the furnishings are new and modern, some old, but like the owner, all turn their backs on pretension and useless frills, and prove that decorator Alfred Messner has well understood his client's love for simple, elemental beauty.



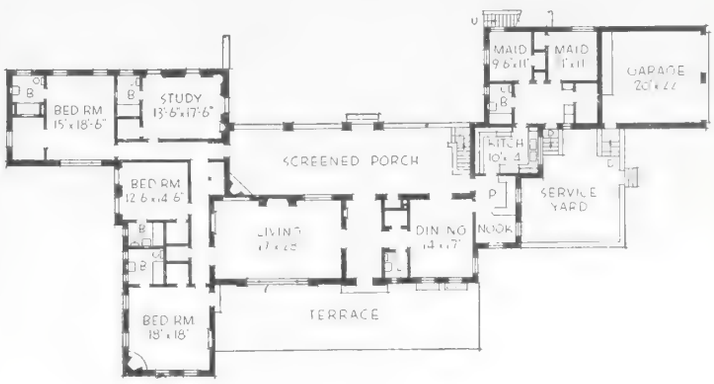
Characteristically, the Caldwells let nature provide the most magnificent ornament in their modern living room, for a crystal-clear view of the cactus desert comes right in to them via a tremendous picture window. Woodwork is old Spanish



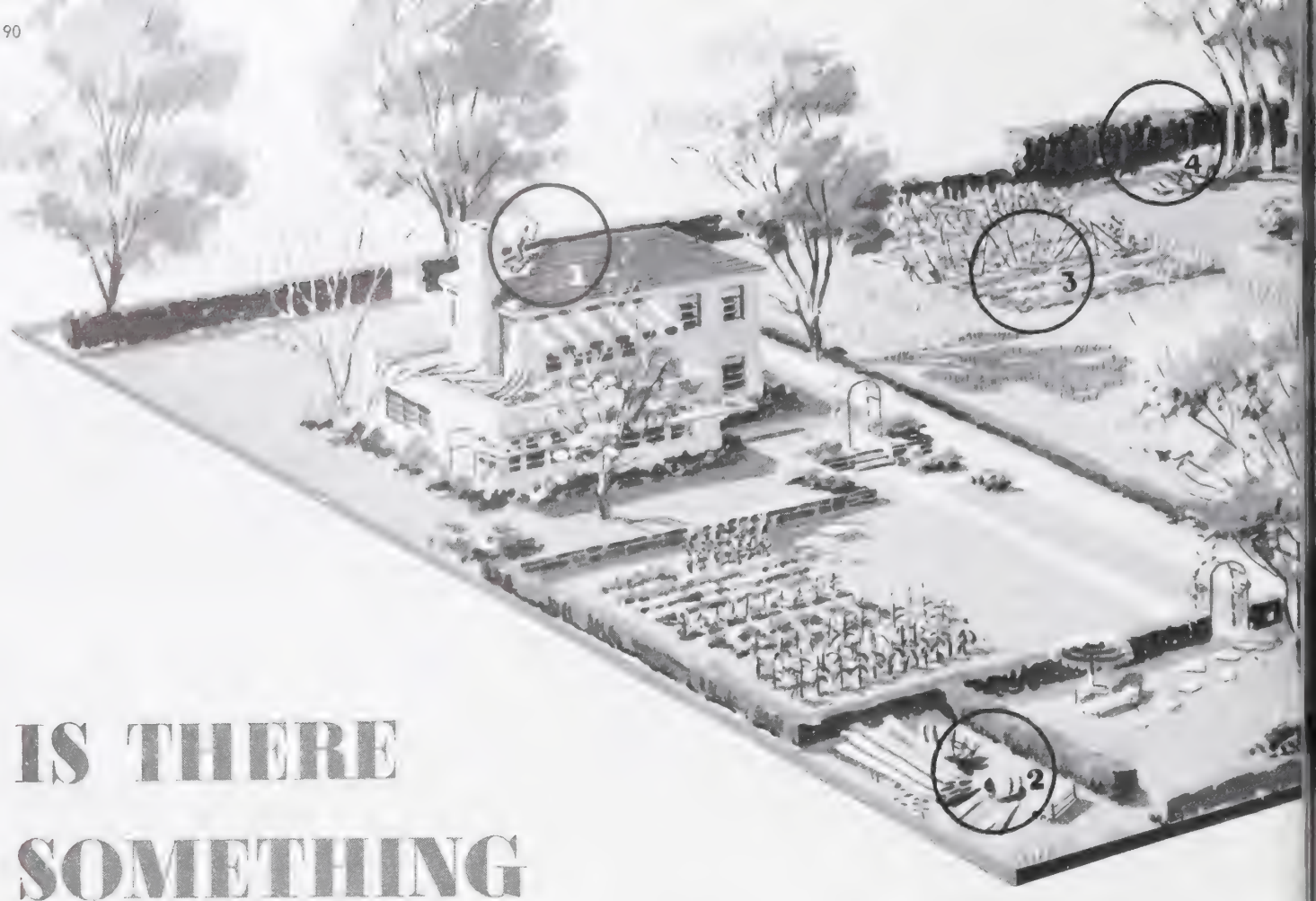
Guest room furniture and colorful arabesques on chests and window frames prove the affinity between modern and southwestern design. Left below, the shaded living porch opens on a patio. Plan shows how rooms are oriented to the outdoors

PHOTOGRAPHS BY MAYNARD PARKER





JOSEPH M. JOESSLER, ARCHITECT



IS THERE SOMETHING THE MATTER WITH YOUR NEIGHBORHOOD?

It may look good to you—most of the time. But are there little cankers of annoyance festering in the back of your mind? If so, learn what a Neighborhood Association could do for you and for your community

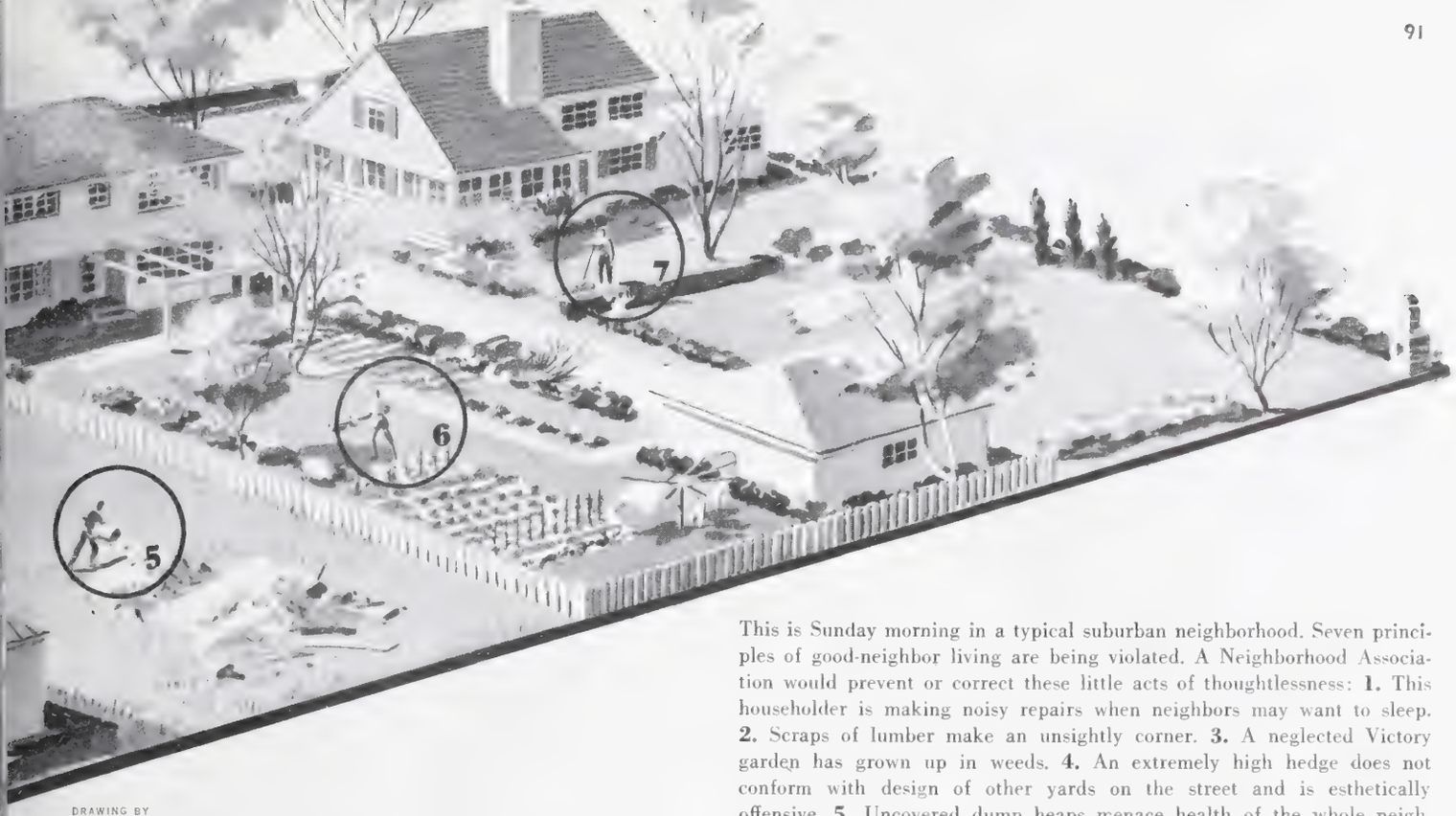
BY FAYE D. LITTLETON

Executive Secretary for 19 Homeowners Associations of the Country Club District of Greater Kansas City

If you are a typical American, y take a lot of pride in your home. La or small, city or suburban, it must lo right, work right, have an atmosphe which spells *y-o-u*. You probably sav a long time to buy it, spent wee months, or even years seeing that it w tastefully decorated, efficiently equipp You work hard now, cheerfully, to ke it up. It's your background—your wo —a place of which to be proud. A you want it to *stay* that way.

But do you realize there are ma things which affect your home over whi you have no control? Are you aware th your neighborhood can change its ch acter or integrity, influence your fam life, alter your friends' impression it, and even reduce the value of yo property—without your lifting a finge For the neighborhood in which yo home is located is an integral part your home's atmosphere and value. A neighborhood characteristics are det mined by and depend upon *everybo* in the neighborhood.

Let's say you chose your home site certain neighborhood qualities whi appealed to you—a quiet street, tr shaded, with neatly kept lawns. It zoned, yes, against commercial buil



DRAWING BY
GEORGE COOPER RUDOLPH

This is Sunday morning in a typical suburban neighborhood. Seven principles of good-neighbor living are being violated. A Neighborhood Association would prevent or correct these little acts of thoughtlessness: **1.** This householder is making noisy repairs when neighbors may want to sleep. **2.** Scraps of lumber make an unsightly corner. **3.** A neglected Victory garden has grown up in weeds. **4.** An extremely high hedge does not conform with design of other yards on the street and is esthetically offensive. **5.** Uncovered dump heaps menace health of the whole neighborhood. **6.** Another householder violates the peace and quiet by mowing the lawn. **7.** This man chooses a poor place and time to burn trash.

ings and gasoline pumps. But you, *all by yourself*, cannot keep the street quiet, see that its trees do not die of disease, make sure the lawns you see from your own porch are regularly mowed, or see that the neighbors don't brush trash in the street. The only assurance you have of the continuity of pleasant surroundings in the community you have chosen as a good one in which to live is that your neighbors shall feel as you do about your neighborhood and the overall social environment.

That is why, in many cities throughout the nation, Homes Associations have sprung up and flourished. A Homes Association is a sign of a neighborhood that takes pride in itself. It is a private, chartered, non-profit organization, sometimes called a Neighborhood Association, made up of homeowners of a given locality who have banded together to maintain, improve, or protect their neighborhood. It is a grouping of men and women, all of whom have somewhat the same home problems, want to handle them jointly, rather than separately, in order to make sure that everybody handles them well. It is a way to create a *greater feeling of neighborhood responsibility—a greater unity of purpose.* It is a way to build a *greater sense of obligation on the part of every owner not to do anything that will injure his neighbor's property—not to erect an unsightly fence which might be objectionable to his neighbor—not to throw his trash out in a way that would be objectionable to his neighbor—not to permit his shrubbery or trees to grow in a manner objectionable to his neighbor—not to permit his children to play in a manner objectionable to his neighbor.* Of course, many of these things are small in themselves, but taken altogether they work to combat the little incipient influences and factors that, if neglected in their incipiency, finally develop into an avalanche of influence that brings about the decline of even exceptionally good residential sections.

Homeowner associations are nothing new. Oh, no! The earliest Homes Associations were in Toronto, Canada, in Roland Park, Baltimore, Md., and in the Country Club District of Kansas City, Mo. They were organized some thirty years ago when property owners in these districts wanted a form of community control beyond that provided by recorded restrictions in their little deeds and by city ordinances. These owners wished to make sure that the neighborhoods in which they lived would not become run-down, inconvenient, unlovely. So they (*Continued on page* 164)

HOW TO ORGANIZE A NEIGHBORHOOD ASSOCIATION OF YOUR OWN

If you live in a new, partially-developed neighborhood the task will be easier than if you live in an old, fully developed neighborhood. If most of the land around you is still unsold, try to enlist the co-operation of the real estate subdivider and developer. For membership in the association should be written into the deed, or else there will be an unfair distribution of assessments, and new owners might seek to escape the mutual-benefits plan. Do not confuse this type of association with a social club, either. Its raison d'être is mutual interest; its objective is mutual aid.

To assist you in your organization work, send 25 cents for a set of sample by-laws. Address Better Tomorrows Editor, HOUSE BEAUTIFUL Magazine, 572 Madison Avenue, New York 22, New York.

She practices what SHE PREACHES

The pressed wood in Mrs. William H. Mason's house was her husband's invention. But it was her own idea to give this super-modern building material traditional elegance in 18th-Century paneling

By Marion Gough



Greenbrier's window and doorway overhangs are lined with pressed wood which was also used as sheathing in the construction of the house. It's moisture-resistant, durable

Mrs. William H. Mason has known about pressed wood from the word go, for her husband invented a process for making it and was research director for the Masonite Corporation that produces it. Naturally, when Greenbrier, Mrs. Mason's home in Laurel, Mississippi, was planned, pressed wood hard board—and lots of it—was called for.

But Mrs. Mason, much as she appreciated the virtues of her husband's product, was more than a little alarmed at the notion of using it on the interior walls of her Pennsylvania-type farm house. For until then she had seen it used only on the smooth walls of modern rooms, its panels joined by vertical strips. Fine for moderns, but this traditionally-given lady, who collects antiques and loves oriental rugs, couldn't visualize her belongings against that kind of background.

So she decided to experiment, to prove in her own house that pressed wood walls can be as traditionally designed as the most elegant 18th-century paneling. She made a study of wood paneling, visited New York's Metropolitan Museum, and made detailed sketches of the woodwork she saw in the American Wing. Pressed wood didn't let her down. As you see here, it adapted itself graciously to paneling designs of bona fide 18th-century origin, used traditionally on both ceilings and walls.

PHOTOGRAPHS BY EMELIE DANIELSON



Inspiration for Mrs. Mason's experiment in pressed wood paneling came from her lovely traditional furniture and rugs. She collected a lot in England, still explores shops in New Orleans



Not only the walls and ceilings in this house are pressed wood, but even the family portraits have been painted on it. Solid wood is used for doors and cabinets since pressed wood is made in sheets not much thicker than 1/4"





Every important room in Mrs. Mason's traditional house is paneled in modern pressed wood. In the upstairs sitting room (above) see how the material adapts itself to a typical 18th-century woodwork design. This use of hard board for interior walls is known as dry wall construction, since the board takes the place of plaster. The tough, smooth-surfaced board can be painted or papered, doesn't crack as the house settles

Left. If you study these rooms you'll soon become aware of the design flexibility of pressed wood. For the paneling patterns of no two rooms are alike. Panels above the dado in the dining room are regular rectangles. Hard board is actually wood, made by compressing chips so that the wood fibers interlock. It can be worked like wood, its edges rounded or beveled. Panels are cut out separately and applied to the wall

BURLINGAME PUBLIC LIBRARY Burlingame, Calif.



PHOTOGRAPHED BY BAUMAN & GREENE AT GIMBEL BROS. PAINT STORE, NEW YORK

37 most frequently

1. **How often should I paint my house exterior?**

   Every four or five years. Dark colors endure longer than light ones; wear is less noticeable.

2. **Why is it so important to keep the paint film intact?**

   Only an intact film will exclude moisture. Also an intact film is easier to paint and gives a better appearance than a cracked or flaked film. Badly cracked and scaled films must be removed before a good job can be obtained.

3. **Would I keep the paint in better condition if I painted more often?**

   Not necessarily. There is no advantage in building up exceedingly thick films. Stresses may develop in the film that is too thick, and the film may crack and peel.

4. **What warning signs are there that a paint job is imminent?**

   Cracks extending almost through the paint. Film eroded so that underlying surface can be seen.

5. **Will anything drastic happen if I put off painting for a year or so?**

   No more than the other little drink that won't do any harm. If incipient peeling is present, better not delay painting.

6. **What type of house paint will give me the longest wear?**

   Dark colors. Assuming that they are high grade products, color is main factor. (See #1)

7. **Do climatic conditions affect the type of paint I use?**

   To a slight degree but they are not of sufficient importance to merit consideration.

8. **Can mildewing of paint be prevented in excessively damp climates?**

   Generally speaking, yes, if preventives are added to the paint.

9. **How much will the paint cost for an average 6-room house, and how can I estimate the quantity to purchase?**

   Repainting lumber, 1 coat $20 to $25; 2 coats $35 to $45. Masonry trim only, 1 coat $12 to $15; 2 coats $20 to $25.

10. **How much will the labor cost?**

    From three to five times the cost of the paint in most cases.

11. **Will the job be cheaper if I supply my own paint?**

    In all probability it will not.

12. **How many coats are recommended for repainting, for a new job?**

    One or two for repainting. Two or three for new jobs, depending on the type of paint used.

sked questions about HOUSE PAINTING

These unbiased replies to queries most often put to paint dealers will clarify many doubts and conflicting opinions which may be bothering you about a prospective paint job. Before even picking your painter, know the right answers, and you won't gamble on the results

How long is it likely to take a painter to finish the average 6-room house?

One painter, 6 to 8 days.

How long should it take an amateur to do the same job?

One novice, 10 to 15 days.

Is the same kind of paint used for the trim as for the body of the house?

Sometimes, depending on the color scheme. Often dark colors of trim and trellis paint are used for doors and shutters.

How much would the paint cost for the trim alone?

Depends upon what is included. From ½ to 1½ gallons per coat.

Is it necessary to paint the whole house every time the trim is painted?

In practically all cases, yes. Unless the house is stone or brick.

Do painting contractors guarantee the work for a given number of years?

Very rarely.

If there is no guarantee, how can I be sure of getting a quality job?

By hiring someone who has a good reputation. The same as in any other kind of service.

20. How should a contractor prepare the surface of a house for repainting?

Surfaces must be clean, free from dust, grease, loose paint. Nail holes and wood cracks filled. Loose boards fastened. Mortar joints pointed, and efflorescence removed, if masonry house. Old paint burned off, if badly cracked or peeling.

21. If my house is brick or stucco, shall I use the same paint as for wood?

For repainting, yes. For new work, a special primer should be used for first coat.

22. Is it true that paint used for repainting should always be the same formula as that used originally on the house?

No.

23. Does paint act as a fire-preventive?

To some extent. It covers up fuzz and splinters which burn faster than smooth surfaces.

24. Is it true that the best time to paint is the spring?

No. Fall is ideal. Even much of winter, if temperature is above 40° F.

25. Is it all right to paint the day following a rainstorm?

Short rainstorms need not delay painting. It is protracted rains that make surfaces wet.

26. How long should one wait between coats of paint?

Not less than two days. It depends upon the weather.

27. How can I test the paint to be sure it's dry enough?

By pressing it with the finger. No sharp line of demarcation between "not ready" and "ready" for the next coat.

28. Why is it so important that each coat be thoroughly dry before the next is applied?

Because subsequent coats of paint exclude from undercoats the light and air which promote drying. Soft undercoats will cause failure of a paint job.

29. Does painting, as needed, increase the life of a house?

Certainly.

30. Can I use the same paint for interior work as for exterior?

Sometimes.

31. If not, can I use same interior paint for walls, woodwork, and various rooms of house?

Yes, although the usual practice is to use a glossier paint in kitchens and bathrooms.

32. Which interior paint will give me the most satisfactory and long-lasting job?

The glossier the paint, the easier it is to wash. Interiors are usually repainted because they have become dirty or a change of color is desired.

33. How should interiors be prepared for repainting?

Same as exteriors, except that if removal of old coating is necessary, paint and varnish remover should be used.

34. How many coats are recommended for interior repainting work, new work?

One coat is usually enough, unless color is changed. New work should have a sealer coat and two coats of paint.

35. How can I prevent plaster patches from showing through finish coat?

First the patching must be perfect. Edges must be flush with old plaster. Patch must be as smooth or as rough as the old plaster. Often a thin coat of shellac is applied first. Then the undercoats must produce a surface as nearly like the surrounding old paint as possible.

36. How can I figure amount of paint needed for any given room?

From 350 to 450 square feet per gallon of paint.

37. Does the second coat take as much paint as the first?

Not quite so much.



PEONIES AND DAYLILIES, PLANTED IN HOURS, MAINTAINED IN MINUTES

Good peonies take no more care than poor ones; cull the lists and pick the best. They'll last a generation. Available new daylily varieties permit bloom from May to frost. They, too, "live forever" but need division every 3 or 4 years. Allow 3′ to 5′ between all plants for expansion.

EVERGREEN TERRACE, FOR WINTER BASKING, FOR COOL SUMMER REPOSE

Orientation is all important here. Morning sun (fine for winter), afternoon shade (fine in summer), shelter from wind and sun (fine for evergreens). The yews, firethorn, pieris, lucothoe, holly, rhododendron and others—let a really inclusive list from a fine nursery guide your choice.

So you think you HAVEN'T TIME TO GARDEN?

If you have an average of half an hour a day, total time, to look at a garden, you can spare a fourth of that time making a garden to look at. A margin of forty hours to make top-notch gardens like these four

If you say you have no inclination to garden—well and good. That's a perfectly respectable point of view, whether one agrees with it or not. But if you were to say (as so many do, alas) that you had no *time* to garden, then I should say right back that you hadn't taken a careful look at gardening. For if you have even mere snatches of time to look at a garden, perhaps only out of the corner of your eye as you sit reading the evening paper or wolfing your breakfast egg, then you *do* have time for gardening. If, further, you like flowers, that clinches it.

Gardening is often habit forming, yes, but it is not a narcotic in the sense that you have to become a slave to it. It is, properly, a means to an end.

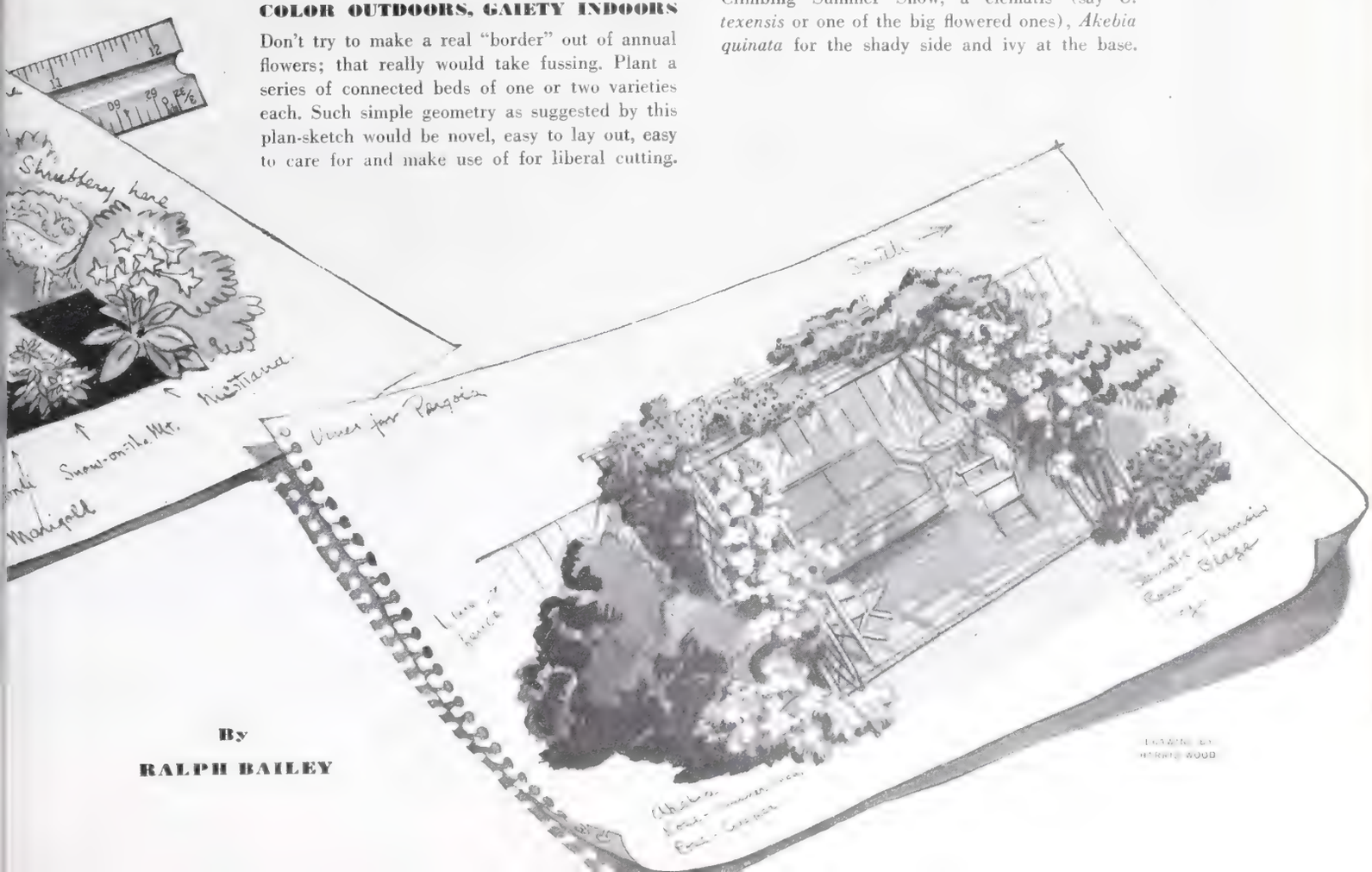
Here are four suggested gardens for people who are busy, who really have little time to spend in the back yard, but who enjoy plants. They can be built and maintained simply against the ordinary lawn-and-shrub backdrop that even non-garden homeowners take for granted. They all require some "capital" expenditure of effort in soil preparation or minimum construction. In some cases, varying amounts of planting or sowing must be done each season. In others, the first planting is the last for years. Maintenance averages from a few minutes to a few hours a season. Even the enjoyment of these gardens is made quick and easy. Their appeal is direct, satisfying, and enduring.

NOTHING BUT VINES. YOU CAN TAKE CARE OF THEM IN SOLID COMFORT!

If you're too lazy to get out of your chair, do most of your pruning, tying, and general puttering sitting down. Hardy climbing roses like Blaze, Climbing Summer Snow, a clematis (say *C. texensis* or one of the big flowered ones), *Akebia quinata* for the shady side and ivy at the base.

STRICTLY ANNUALS, FOR SPLASHING COLOR OUTDOORS, GAIETY INDOORS

Don't try to make a real "border" out of annual flowers; that really would take fussing. Plant a series of connected beds of one or two varieties each. Such simple geometry as suggested by this plan-sketch would be novel, easy to lay out, easy to care for and make use of for liberal cutting.



By
RALPH BAILEY



Return of the COOKIE JAR

A house isn't half as empty if there's a filled cookie jar in the kitchen when the youngsters come home and you aren't there. And you can buy jars today as heart-warming and diverting as their contents should be

By Florence Paine

There's something comforting and substantial about a cookie jar, brimful of luscious, jumbly cookies. It suggests a cheery kitchen full of voices bubbling with laughter and life, hands busy making good things for large happy families to consume. It suggests a gathering place for noisy youngsters with eager hands dipping into its depths and eyes dancing with anticipation. When home came to be taken more for granted, the simple things like cookie jars were relegated to the background. But more and more now they're appearing on pantry shelves, on kitchen tables. For they're part of the pattern of the kind of home we want, and will create in spite of the fact that families are broken up and separation is the rule rather than the exception.

Some of these cookie jars are old stone crocks rife with memories. Some are shiny antique majolica jars strewn with bumpy flowers. But if you haven't a cookie jar that's practically a tradition, you won't have any trouble finding one to start a tradition. For there are almost as many charming ones available as there are cookie recipes. If you're entertaining the armed services and want to make them feel at home, bring out the cookie jar.

WANT A COOKIE JAR THAT'S NEARLY ALWAYS EMPTY?

Write for our sure-fire-performer recipes. They're the old-fashioned kind, man-sized, guaranteed to make neighborhood news. And they don't dip too deeply into the sugar and butter supply. Send a three-cent stamp to House Beautiful, 572 Madison Ave., New York 22, N. Y.

EMELIE DANIELSON



Trips to the cookie jar won't be a secret if your jar has a monitor top. Tip the head of this commodious lady and she cries "Mama." "Tat-L-Tale" jar from Helen Ware's. At Bullock's, Los Angeles



If you like to keep something to nibble in the living room, choose a cookie jar that doesn't disclose its purpose, but just looks like a handsome accessory. Hungarian ceramic from Carole Stupell



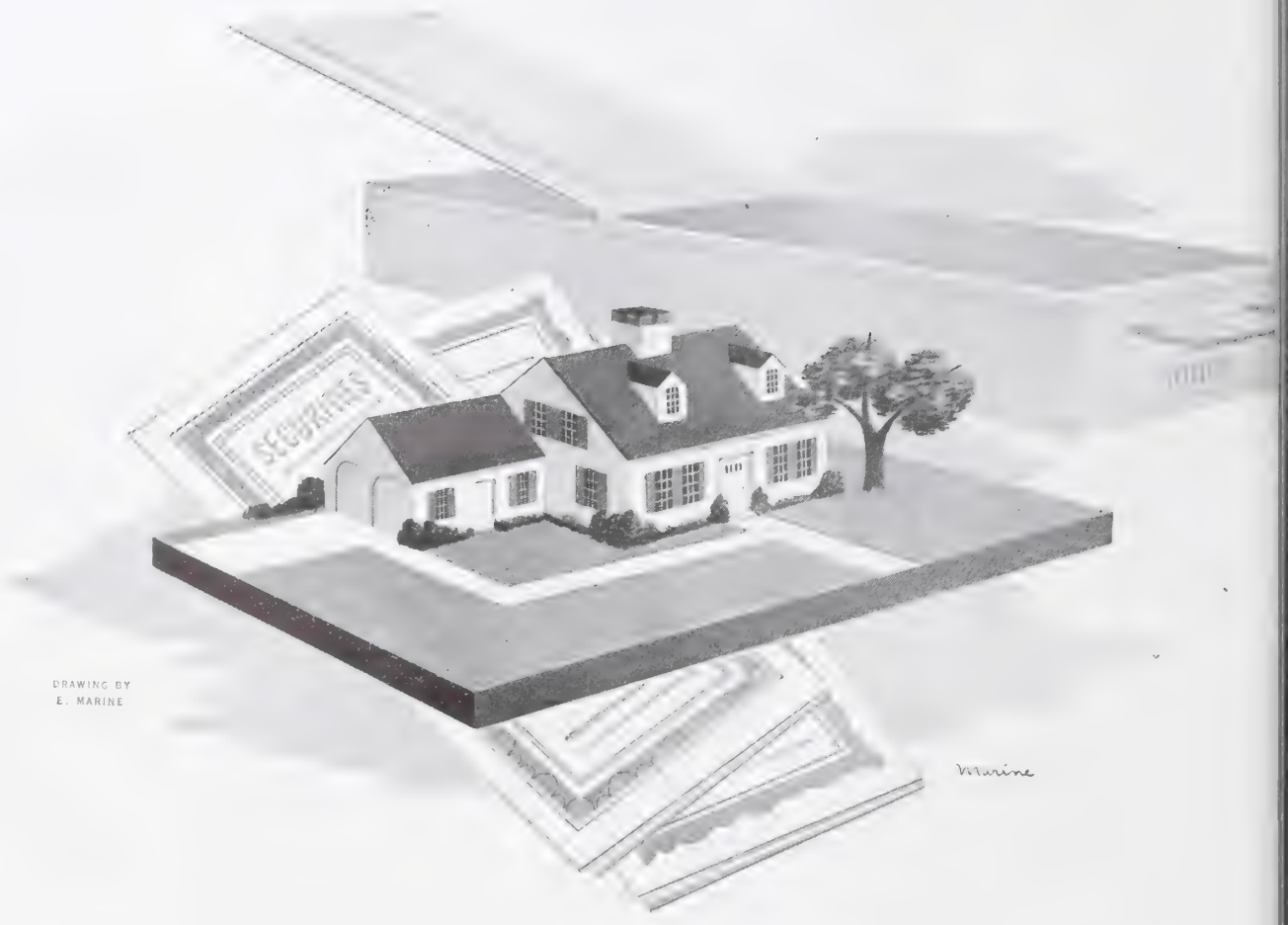
If you've a boy and girl, they might like their own private stock. The Dutch girl has a Dutch beau we don't show here. Salt and pepper shakers match jars. Both from Hammacher Schlemmer

Matching kitchen curtains, towels, and apron from Abraham & Straus



This jar from the "Country Modern" line of Brayton's Laguna Pottery will draw the youngsters as magnetically as a cookie, for the design is fresh and young. From The Waldrons, New York

A glass cookie jar has the same charm as glass cooking utensils. You always know what's going on inside! This heavy glass goblet has a bamboo lid and strip around middle. From Bonwit Teller



By MILES L. COLEAN, Research Director of Twentieth Century Fund's Housing Survey; formerly Assistant Federal Housing Administrator

What do I buy when I buy a house? Is a home purchase a business venture out of which I should hope to make a profit? Is it a better deal for me than continuing to rent a house or apartment? Am I likely to pay too great a price for the intangible satisfaction of ownership? These are among the questions that face the prospective buyer at the crucial moment of decision.

None of these questions have clean-cut "yes" or "no" answers applicable at all times and under all conditions. Take the first question. Here the answer depends partly on a definition of terms. What do you mean by profit? If you mean an absolute increase in the price at which at some future time you may sell the house over the price you originally paid for it, the chances are you will not make that kind of profit.

True, such profits have been made. If you bought a house before the first World War and sold it in the twenties, you were very likely to have that delightful experience; and if you bought during the thirties and sold during the present war years you were almost certain to. But such profits demand some examination. If, after such an apparently favorable sale, you had to pay an equivalent amount for your next house, or if you had to pay a rent in excess of the return you could get from some alternative investment, your profit is pretty much an illusion.

In any case you probably did not lose. But what if you had bought your house during the roaring twenti and sold during the crushing thirties—did you th lose? You almost certainly took a lower price for yo house than you paid. If your purchase had been on cash basis, or if you had paid off the bulk of your i debtedness before the price decline had set in, you ma not have really lost anything, even though your sal price was lower than the purchase price.

The house must be looked upon as a consumabl asset, an investment that ultimately is used up. It is di ferent from an electric iron or an automobile only i the length of time in which it is used up. Therefore, t make a realistic accounting of profit or loss, you mus take the factor of using up (or depreciation, as account ants call it) into your calculations.

Take an example of a house purchased for $10,00 and held for ten years. Assume that you are renting this house to yourself and that the average rent ove that 10 year period would (as determined by rentals o similar properties) be $1,000 a year, or $10,000 for the whole period. If you were your landlord, you would have to charge against the rent interest on the entire investment, a regular allowance for depreciation, all maintenance costs, a fee for managing the property, real estate taxes, and insurance.

If you assume that the house has a useful life of 50 years, your depreciation charge would be 2% of the investment each year, or $200 a year—$2,000 for the ten-year period. An assumed interest rate of 4.5% would be

IS A HOUSE REALLY AN INVESTMENT?

You know all the sentimental reasons for home ownership. But have you considered owning versus renting from a cold business standpoint? There are factors other than taxes and rental to consider in deciding which is the sounder proposition for you. This article helps you evaluate those factors

sonable. This must be charged each year against the *depreciated* balance of the investment. At the end of years, the undepreciated balance would be $8,000, l the average undepreciated balance during the period uld be $9,000. The average interest would be $405 a r or $4,050 for the period. Assume that the average intenance costs were $100 a year or $1,000 for the iod. A management fee of $50 a year would be satis- ory to any agent. This would amount to $500 for period. Taxes vary widely, so that one guess is as d as another for this purpose. Assume, therefore, t $150 a year will be the tax, recognizing that in a mmunity where the tax is higher, the rental level of property is likely to be proportionately higher. In- ance would come roughly to $20 per year or $200 the period.

Interest	$4,050
Depreciation	2,000
Maintenance	1,000
Management	500
Taxes	1,600
Insurance	200
Total	$9,350

s amount is $650 less than the assumed rental in- ne from the property for ten years. Therefore, after ng in the house for ten years, you could sell it for 00 (the depreciated value) have cleared all expenses, d yourself interest plus $2,000 retirement on your investment and still have $650 additional profit, (more than enough to pay an agent's selling commission). There would still be some margin besides, since you would not have been out-of-pocket the management fee or any part of the maintenance done with your own labor.

The above example is useful for method only, since all the figures used are, of course, hypothetical, needing to be varied to suit the actual situation. Thus, a well-built, all masonry house might stand a lower rate of depreciation, while a shoddily built house would require a speeding up of the rate. The cost of maintenance will vary similarly. Taxes, as already noted, have wide variation. The reasonably allowable interest rate on the investment may be set at close to the current rate for mortgage money.

It should be noted that, in the calculation, mortgage interest and amortization are not directly taken into account. That is because the mortgage (if, as is likely, there is one), is a personal debt for which you have put up your house as security. You may make a bad deal on your mortgage and still have had a sound deal in the house purchase itself. But that is another story.

The questions asked at the outset may be answered as follows:

1. A home may be kept over a period of time and be sold at less than the purchase price without necessarily resulting in a bad investment experience.
2. From a strictly financial (*Continued on page* 163)

HOUSE BEAUTIFUL'S *Home Planner's Study Co*

If you want your house to be good . . . BEWARE OF WATCHING YOUR FRIENDS

You can be badly misled by the people you admire most—if you rely on their homes to furnish the pattern of your own building plans. For it's only too easy to be influenced by the charming home of your best friend, only to find after you've moved in that the original, though charming, was inconveniently planned. To protect yourself, you must develop a critical eye when it comes to home-building, so that you can look behind the charm (which is so often a superficial thing) and recognize flaws as well as good features in the planning. For the truth of the matter is: the majority of even the newest houses are sadly mediocre, poorly planned, and already obsolete. Whose fault? In the last analysis, homeowners'. For the building industry sells you what you ask for. Study home building as avidly as you would a college course. Follow what fine home building magazines are showing. Visit exhibition houses. Ask people who own new houses what they would change if they built again. Study all the new materials and trends. You'll have a better idea what a really good house can be, in this 20th Century. Then you'll get it.



HEDRICH-BLESSING

You should weigh the 9 TREND IDEAS

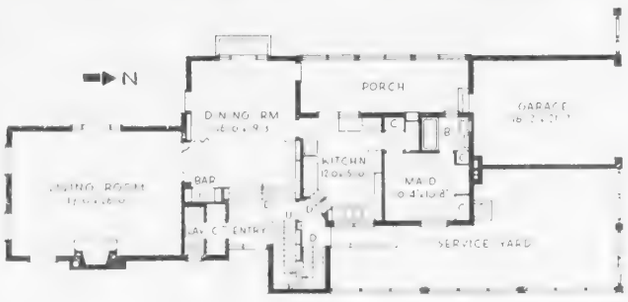
Don't let run-of-the-mill houses influence you too much when you build. Know and watch new trends even if you don't adopt them

By Florence Paine

You don't have to wait until 194X to see what good p war houses will look like. The John Barrows ho in Denver, Colorado, designed by Architect Burnh Hoyt, contains many features finer houses will inco rate. Put this house under your microscope and analy in the light of *your* needs. You may not want to inc all the ideas. But its principles of good design are t ideas you must accept or reject. Some trends previe are more and bigger windows, but so well placed t don't interfere with easy furniture placement. Better or tation on the site, because more people realize that ho should be located where they benefit by prevailing wi



Barrows house illustrates trend toward more and bigger windows. Its generously-glazed living room, dining room, and enclosed porch are all at rear of house to take advantage of striking view of Mt. Evans. Porch faces west, catches the afternoon sun. Note how railings with wide horizontal boards provide necessary privacy for upper sun deck.



The fine view of Mt. Evans, to the west, determined the design of the Barrows house and accounts for the elongated plan. Burnham Hoyt has given every room, except the maid's, west exposure. Garage accessible to house through porch.

this Denver house

sun (both in summer and winter), and such natural attributes as a view. More privacy and quiet, which means willingness to forsake the old-fashioned notion that a house must be centered on a lot with the main rooms facing the street. More rooms with multiple uses, like the combination hall and dining room (see plan). More types of outdoor living areas. This house has three: second-floor deck with space open for sun-bathing and protected section for sleeping and dining; and a room-like porch on the first floor which is another example of the lanai for which HOUSE BEAUTIFUL predicts a big future. (See July "HOUSE BEAUTIFUL'S Home Planner's Study Course.")



Trend is to place porches where they get the best view, and that's not always on the ground floor. If your needs indicated more bedrooms, deck could be smaller and still take advantage of view and give open and covered outdoor areas.

You should weigh the 9 TREND IDEAS of this Denver house



Service part of house faces the street permitting more important rooms to benefit by fine exposures and have more privacy and less noise. Service yard function isn't eyesore because of attractive fencing which affords privacy on sun deck.



Outdoor living areas designed to act as sunpockets, making it possible to enjoy outdoor living earlier in spring, later in fall. Ell on deck traps the sun. With its three exposures deck has sun all day; house protects it from north winds.

More kinds of porches for varied outdoor activities. Barrows' deck substitutes for terrace because of finer view of Mt. Evans. Open part for sunbathing, roofed part for sleeping, barbecues. See first-floor plan for third outdoor room.



Sleeping quarters separate from rest of bedroom. People want bedrooms to be warm for dressing. Sliding glass doors solve the problem of dividing sleeping and dressing functions here, but don't lessen good light in dressing room.

Sleeping space for beds only. All the air you want for a good night's rest, with big windows on three sides. Behind right hand bed (and along all west second floor walls) below sill level are cedar lined drawers for mothproof storage.



Dining room with multiple uses. Does 24-hour duty, instead of the usual three, as dining room, library, hall. When privacy for dining is essential, curtain can be drawn across room, shielding it from entrance hall at other end (opposite).

More open floor plan with rooms flowing into each other to create optical illusion of larger rooms. Dining room and living room open into each other when the louvered doors (left) are folded back. Good when entertaining large numbers.



Hallway that's more than a passageway. In addition to affording easy circulation to dining room, kitchen, second floor, and basement, the hallway and stairwell, equipped as here with built-in bookshelves, serve as an acceptable library.

Hallway and dining room thrown together to capitalize on a magnificent view of Mt. Evans seen through dining room window (opposite) on entering house. To get a feeling of separation without partitions, dining room drops three steps.



Settings and accessories by Lord & Taylor

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Today G-E scientists are still busy on war work . . . but General Electric is thinking and planning ahead to bring you better lamps for the future. Above are two design suggestions produced for General Electric by leading architects and designers . . . expressing their ideas on postwar lighting. An interesting booklet with more details on each will be sent you on request. Write General Electric, Division 166-HB-11, Nela Park, Cleveland 12, Ohio.

G-E MAZDA LAMPS

GENERAL ELECTRIC

No investigation has been made by General Electric Company regarding the patent situation on the design or construction suggestions shown in the above architectural sketches.

Hear the General Electric radio programs: "The G-E All-Girl Orchestra", Sunday 10 p. m. EWT, NBC; "The World Today" news, every weekday 6:45 p. m. EWT, CBS. • **BUY WAR BONDS AND HOLD T**

en Markel Herrmann, the Army
de adopted by House Beautiful,
tes the sweet condescension of
owing more than a brand-new bride



AR E. G.

Herrmanns are at home this
z. Alone. Very nice for a
. The apartment seems big-
th just us in it, and David
well against a blank wall
d then. I get tired of com-
ting with him over the heads
people.
that I've seen much of him
. In the middle of dessert—
ant apple pie fresh from the
's Market — he announced
s stomach felt as though it



ed with cardboard cartons
l the store-bought pastry I'd
eeding him. With that he
the plates into the kitchen
er returned. When last seen
staring fixedly at a recipe
llesauce cake.
all over the dining room
p to my uppers in precinct
rreting out the good house-
f District 17 to invite them
itical tea here Friday after-
e need workers and since
lers keep saying it's the
who will determine the
this year, I figured maybe



l sell a few over a gallon of
some store-bought pastry.
ays if even half show up I
e to take the beds out of
to seat them, and if I do
n't be any living room left

to hold the meeting in. He is just mad because his uniform prohibits him from working. Did you know that soldiers can't even write to their congressmen?

I just looked in at him. He is



brandishing a large spoon and breathing heavily. When I gingerly inquired what he was doing he said, "I am working the shortening with the back of the spoon until fluffy and creamy. Go back to your politics, Clare. This is man's work."

One hour later I polished off my last housewife and took another look. David was greasing the cake tin with our last quarter of a pound of butter. He had removed his shirt. I left quietly.



After a while of me coping with my accounts, David appeared, a broken shell of a man. We played a little cribbage, subject to frequent interruptions while David removed most of the broom to test his opus.

At midnight the cake made its debut. My husband is a man of parts, there is no disputing it. It was every bit as good as the pie we had for dinner. I told David so and he seemed to resent it. Sometimes men are beyond me.

As I implied earlier, we have

(*Continued on page* 110)

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If you don't like "GOOD MUSIC"

You needn't be a "highbrow" to like good music. But you'll enjoy it more if you listen first to pieces easy to understand. Here are suggestions

By Richard Williams

MAY I suppose, for the purposes of this discussion, that your acquaintance with orchestral music has been a casual one. Let's say you have heard little "good" music. You have seldom gone to a concert. Then one day recently you were turning your radio dial to hear the news and you happened to come across a concert and you began to listen and you liked it. You listened another time and found it stimulating. And now you wish to hear more music, good music, serious music. You really want to get acquainted with the world of the orchestra. Only, you know that this world is a wide one, that there is so much to hear. You are a little afraid of losing yourself in a wilderness of wealth. You want some sort of guidance. You want to buy a few records. Which ones? In short, you want to know where to begin.

Well, my suggestion runs counter to that of the king in *Alice in Wonderland*. You remember: "Begin at the beginning," the king said, very gravely, "and go on till you come to the end; then stop." In the enjoyment of music there is no fixed beginning and there is certainly no end. *Any* work which *you* enjoy is the proper beginning for you. For music is not a study carefully to be graded upward. It is a p ure into which anybody can pl I want to deny vigorously thi tion that the enjoyment of m needs a preliminary study pe

However, there are some p of music which at first ma somewhat more difficult to list than others. These are introspe works which do not immedi disclose themselves; they are w where you cannot immediately the melody, or whose mel strike you at first as uninvi There are also some works w may fatigue the beginner.

That is why I have prepar list of a few masterpieces w seem to me good for love at sound. They are, I assure you, g music—which means that th you may like the selections the time you hear them, you will them more the tenth time. You not tire of them, as you will tir salon music or of a sentimental serenade. That is the measuring for greatness in music—that can live with it a long, long ti

I have also two other suggest to make to the beginner. On that you begin with Tchaikov His melodies are particularly m dious, sweeping, and exalting. emotions are direct and fervent

(*Continued on page* 138)

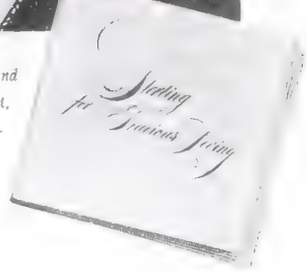
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against a flowery rug
of charming traditional pattern
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Such a rug. Amy knows,
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BIGELOW WEAVERS

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CONTINUED FROM PAGE 107

been very social. Thursday we went to the premiere of *Wilson*, known around these parts as ZWIT, or "Zanuck's Wilson In Technicolor." We dressed to the teeth, me in my new basic black and David in his perennially chic khaki. I insisted, much against his will, on keeping the top of the car down until we reached the theater so that the autograph hounds lining the length of Wilshire Boulevard could get a good look.

As we pulled up in front of the theater, spotlights spiraling above us, a small boy leaped on the car and said to David, "Hey, you're Tyrone Power, aincha?" David threw out his chest and denied it. We walked in. "We must keep the top down more often," the great man said (pause). "Funny, he didn't think you were Annabella."

Outside of that, it was a fun evening. We got a close-up of everybody, from Shirley Temple to Charles Boyer or "The Vein" as David calls him, or don't you read Dick Tracy. The only disappointing thing about that Boyer vein is that it doesn't throb in public. Other than that it is exactl advertised. You may quote me.

Wilson is a surprisingly good ture. Surprising because I tho they would eventually decid make a great love story out and finesse the international a They haven't. It's prettied up, the story of the League is there, and a very potent story When I think of the vast nun of people who will go to see picture with only the barest no of what the League is all ab and will come out of the the strongly influenced in favor of s international peace organizatio begin to think that movie-mak is a pretty exciting business. anxious to know what you th of ZWIT.

I DIDN'T mean to go into tonight again. I argued it afternoon with Nancy. Nancy Nancy Martin who lives below six marital months younger tha She is the only means by whic realize that I am making s progress as a housewife.

(*Continued on page* 112)



Leaves of Ice Crystal Engrave Their Beaut on New and Lovely Shapes . .



Arcadia combines freshness and originality of for with an entirely new decorative treatment of finel engraved leaf patterns which give matchless sheen an brilliance to the crystal. More than 50 open-stoc pieces, at prices genuinely modest. If your favorit store is temporarily out of an item you wish, pleas make allowances for wartime. The Cambridge Glas Company, Cambridge, Ohio.

Hand Made by Cambridg



For this distinguished room, the decorator, Eleanor Mancell Hughes, of New York, chose drapery and upholstery fabrics by Cheney Brothers.

CHENEY FABRICS

CHENEY BROTHERS

Manufacturers of fabrics of exceptional quality since 1838

Velvets—Pile Fabrics—Upholstery and Decorative Textiles—Men's Wear Fabrics
Cravats—Machine Threads—Yarns for Industry—Industrial Textiles

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MILLS AT MANCHESTER, CONN.

ALSO AT MANCHESTER, CONNECTICUT, A SUBSIDIARY . . . PIONEER PARACHUTE COMPANY

CONTINUED FROM PAGE 110

Before we got on the subject of *Wilson* we had been discussing mashed potatoes. Nancy said that her chief trouble with mashed potatoes was in mashing them. Took her hours and they came out funny.

"Nonsense!" I said in my Settlement-Cook-Book voice. "A child of ten can cope with a masher." I get very brave when discussing cooking with Nancy.

I took the masher out of the drawer and waved it for emphasis.

"Oh," Nancy said in a small, sad voice. "I have been using this." And she reached into the drawer and took out the grater.

See what I mean? My self-confidence is returning.

I had another birthday. I almost forgot to tell you. Dave gave me his present before he left in the morning—nile green gabardine slacks tailored to a T (or maybe an Mmmmm), and a white shirt with green-leaved hibiscus floating all over it. Really lush.

David got half a day off in my aging honor and we swam and played a little tennis and spent some of my birthday money on records. (Have you run into Chausson Symphony in B Fl *Delirious.*) Then we took Ow Alley out for champagne cockt (I prefer them to birthday c now.) And then we went din and-dancing all by us, almost giddy civilians again.

Somebody (I guess it was M Twain because it usually is w it isn't Shakespeare), said, "It shame to waste youth on childre Now that I am beginning to cr I know what he means. I remem quite clearly when it took me ab ten years to get from fifteen eighteen. Now every time I t around another year has skid around the corner.

DAVID keeps telling me h lucky I am to be married, people would begin to talk. W are men so smug about their ag

That's all for tonight. David worn out, and he says I have take the beds down because arm is stiff from working in t shortening. Stronger sex, my e

Love,

Helen



Can she readily replace pieces? Add new ones to round out her service? Important questions, these, when you select a gift of crystal . . . *or buy some for yourself.*

Patterns come and go, and some go quickly. Not so with Fostoria's *American.* Year after year, *American* becomes more popular. Handcrafted in the fashion of early American glass, glowing with hospitality, it is a pattern out of the past for many festive tomorrows. Its very sturdiness foretells long life.

So start her off with Fostoria's *American*, lovely crystal she will be able to buy for years. Temporarily you may not be able to buy ALL the pieces she would like. However, most good stores have selections and will have much more as time goes on.

FOR VICTORY, BUY WAR BONDS FIRST

Lovely Fostoria Crystal

MADE IN U.S.A.

FOSTORIA GLASS COMPANY • MOUNDSVILLE, W. VA.

CASTLETON CHINA

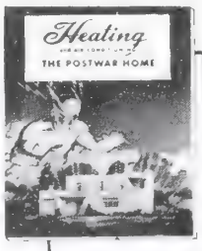


CAPRICE—a charming, stylized carnation in pastel tones of blue, gray, green. Service of five pieces . . . 10.93

212 FIFTH AVENUE NEW YOR

You will enjoy comfort in your home beyond anything you have ever known, when it is equipped with the new "Moduflow" Heating Control System — developed by Minneapolis-Honeywell . . . "Moduflow" is available <u>now</u> for installation in a limited number of homes having any type of automatic heating plant . . . . The cost is surprisingly reasonable.

More Information . . . Send for the Free Booklet
Heating and Air Conditioning the Postwar Home
. . . . See your Heating Dealer AT ONCE



MINNEAPOLIS-HONEYWELL REGULATOR CO.
2745 Fourth Avenue South, Minneapolis 8, Minn.
Please send my free copy of "Heating and Air Conditioning the Postwar Home"

Name_____
Address_____
City_____ State_____



WHO DOESN'T LOVE *Beautiful* BLANKETS?

Perhaps your eye, too, has been caught by the downy softness and the clear, clean colors of St. Marys blankets. The secret of this distinctive beauty is choice, pure white virgin wools—quality wools that produce a fine, fleecy nap and true color tones, even in the daintiest pastel shades. See the added charm that is yours in St. Marys Blankets. Look for the famous St. Marys label.

"ALWAYS A PLEASANT GOODNIGHT"

St. Marys Blankets

ST. MARYS BLANKETS, DEPT. H, ST. MARYS, OHIO



DRAWING BY HARRY BROWN

Letters to write

By Agnes Rothery

Author of "A Fitting Habitation"

IT USED to be a pleasant English custom, judging from English novels, for a large proportion of the literate population to spend Sunday writing letters, apparently at length and with zest. This indicates another of those differences, which we are urged not to stress, between Britishers and ourselves. For it is an American custom, when shame or exigency forces us to our desks, to begin, "I meant to answer your letter ages ago."

The letter which it was a joy to receive, by the mere process of lying unanswered beyond the limit of plausible explanation, has become a reproach. The gush of friendly response we felt on reading it has corroded into a sense of guilt.

To be sure, there never was a time since man evolved an alphabet when so many people wrote so many letters as today. A young man who once had a fully equipped desk before him and an admi ishing mamma behind him, a could not get around to ackno edging a Christmas gift from aged aunt, now, under the m extreme difficulties of crouching a fox hole and shaking the ra out of his eyes, writes freque and detailed accounts of life the front to that same aged au And she, as soon as she recove from the shock, answers prompt and at length.

This brisk exchange is not co fined to relatives. People write soldiers they never saw, and go the trouble and not inconsiderab expense of tying up bundles a shipping them overseas. But th present avalanche of V-mail and from all corners of the wor may—like love letters whose rap exchange has never needed urgin —be considered under a differe heading from normal polite corr

(*Continued on page* 117)

Fredericksburg Ensembl



SEND FOR

THE CHARM OF OLD VIRGINIA is revived in these genuine reproductions. Hand-carved mahogany contrasts the mellow glow of hand-loomed Aubusson and medallion tapestries. We will cover these chairs in your own needlepoint and furnish dimensions from which to work.

Vanderley Brothers, Inc., Grand Rapids, Mich.



MEET YOUR NEW NEIGHBOR...

r new neighbor, half way around the ld, will be closer than ever with im-ved short wave radio communica-s. For instance there will be new t on "darkest Africa" and descrip-s by explorers of strange tribal cus-s as pictured above will be sent nd the globe through the magic of t wave radio.

ere's a whole new world open to you. An African jungle ceremony is only one of thousands of universally important and exciting events that will be brought home through good short wave receivers. Hallicrafters' equipment reaches far out and brings in high quality reception from the most obscure and distant points.

As builders of "the radio man's radio", Hallicrafters will continue to make the finest short wave equipment available. Wherever you are, whatever you do, be it business, science, industry, government, teaching, you'll want to be quickly and regularly informed of fast breaking events in the post war world. For you and your needs there will be a Hallicrafters receiver, to help you meet and know your new neighbor, to help secure the peace we fight for.



Here is a Hallicrafters communications receiver with an amazing range and capacity. Right now all of Hallicrafters production goes into war communications equipment. But the time will come when you can own a set like this, a set that has been tried under fire and refined and perfected to the highest degree. Keep an eye on Hallicrafters to keep you in touch with the exciting new world to come.

BUY A WAR BOND TODAY!



hallicrafters RADIO

HALLICRAFTERS COMPANY • MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT • CHICAGO 16, U. S. A

PLUSH RED





Victorian Slipper Chair Holds Plush Red lipstick, complementary face powder, powder puff 3.50

From the days of parlor games, dashing carriages and famous "beauties"—when every beau came calling with a bouquet—comes Plush Red, the new lush color created by Helena Rubinstein. A deep, intense glowing red—borrowed from yesterday, perfect with this Fall and Winter's feminine fashions in the new warm-toned plums, raisins, purples—superb with black.

Complete Matching Make-Up

Plush Red Lipstick, 1.00, 1.25, 1.50
Plush Red Rouge, 1.00
Peachbloom Make-Up Film, 1.00, 1.50
Champagne Bisque Face Powder, 1.00, 1.50
Luminous Orchid Eye Shadow, 1.00
Black Waterproof Mascara, 1.00

Helena Rubinstein

LETTERS TO WRITE

CONTINUED FROM PAGE 114

ndence. There is a fervor and ency about V-mail which is a r repercussion of the war.

does not appreciably affect accustomed delinquency in owledging notes and answer- letters from friends who are in fox holes in Italy or in pup s on islands of the South Seas. y still pile up on our desks, e accusers of our lethargy. friends, whose lives we might e shared through the years, out of our ken. We lose their nged addresses: we forget the es of their latest husbands. longer we wait the less there o say. If we wait too long e is nothing to say.

THOUGH we uneasily know hat this will be the case, we postpone the moment of taking r and pen and actually begin- "Dear Christine." We will do morrow, and this particular to- row is the very one which the ating adage describes with ac- cy. It never comes.

here are various rationaliza- s we make to salve our con- nce, and some of them are sound common sense. If we answer every letter we receive the day we receive it, and our correspondent does the same, we are both always in arrears. Promptness defeats itself. There are too many other things demanding our urgent attention to carry on a voluminous correspondence with all one's relatives, friends and acquaintances.

Was even Daniel Webster, who was wont to rise at four o'clock in the morning and polish off, in longhand, twenty sealed and franked and well-filled envelopes, able to keep abreast of his mail? Did Thomas Jefferson, from whose pen some 20.000 letters are preserved, never suffer the pangs of epistolary omission?

There is such a thing as moderation in all things, even if the present condition of the world might seem to disprove it.

Another reason we delay is that when we do get down to the business of keeping old friendships in repair we want to do it properly. Not a few words scribbled off on any old piece of paper with an unsharpened pencil, but a fair and

(*Continued on next page*)

HARAK FURNITURE



Truly distinguished craftsmanship

is evident in both the period and modern styles of Charak Furniture. And the same close adherence to fine detail goes into the war material we also make today.

HARAK FURNITURE COMPANY

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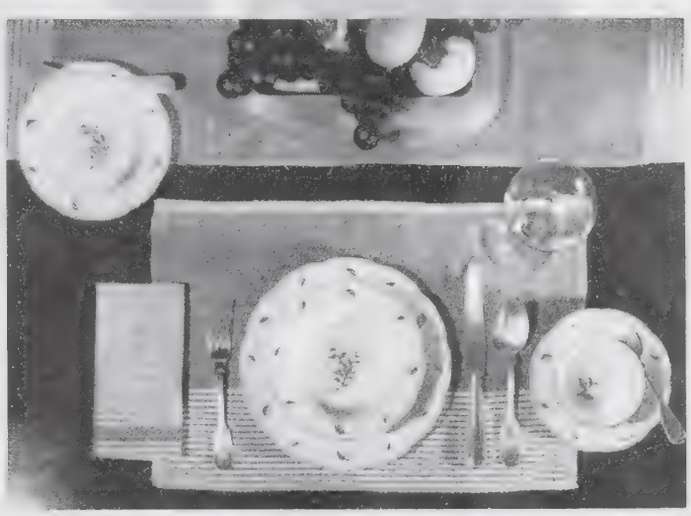
YORK CITY CHICAGO, ILL. LOS ANGELES

Seasonal Settings

SUGGESTED FOR AUTUMN

BY THEODORE HAVILAND

CHINA



For a lazy Sunday morning breakfast . . . the BIRCHMERE pattern against rough textured mats that repeat the blue-gray tones of the design. The centerpiece—Modern low gray pottery dish filled with gaily colored pottery fruit.



Dinner setting . . . with a lustrous damask background for the PEMBERTON pattern. Centerpiece reflects the informality of a family party . . . small vegetables and fruits, symbolic of the season's plenty, in a 3-part handled dish.

Other Theodore Haviland patterns and table settings, some in full color, are shown in a booklet, "Fine China—To Have and To Use." A second booklet, "The History of a Name," tells the romantic story of this fine china. You may obtain both of these by sending 10c to cover mailing costs.

THEODORE HAVILAND & CO.

INCORPORATED

26 W. 23rd St., New York 10, N. Y. • Merchandise Mart, Chicago 54, Ill.

pleasing sheet legibly filled with news, interesting or amusing. No one needs to be an expert to judge character from handwriting. Too well we realize that the hurried scrawl betrays impatience; that an unreadable one—either in longhand or on the typewriter—shows lack of consideration for others.

No, we don't have to be too prompt, too entertaining, too careful or too careless. All we have to do is to approximate a continuance of those friendships we value.

Surveying, in this mood, a pile of long ignored letters, we muse on the consolations of friendship, one of the few things that grow more valuable with age. Suppose we had no friends. Suppose there were not a single person in this wide world who remembered us affectionately enough to write to us. Suppose there were not a man, woman or child who cared if they ever heard from us again. In this forlorn and deserted condition we would be reduced to perusing items classified under "Personals," stating that so-and-so of such-and-such an age and sex, and with ...is and that taste (love of good literature, music, and old-fashioned home cooking), would like to correspond, etc.

grateful that Christine would to hear from us. For even if haven't much in common t days, she is a loyal soul and truly rejoice in our joys and gr with our griefs.

There's her letter—more tha year unanswered. Good graci Christine may be dead by now was just like her to go in for a tion. Then we could never tell that she really means someth rather special to us. Or she be convalescing from an illn and a letter would cheer her n than a whole cartload of beaut flowers which you hurriedly or by telegram.

COME, I'll write to Christine. tomorrow but today—this n ute. A good newsy bulletin, after all there aren't many peo who remember our first day kindergarten, and that even when we both graduated from h school.

I seize a pen, I reach in a dra for stationery. Not a sheet of cent writing paper anywhere—an envelope without a smud And who used the last stamp?

Oh, confound it! I'll get so proper paper and stamps and wr Christine—tomorrow.



LOOK
what a window can do!



There's window magic coming! No matter how you build or remodel, Kirsch Drapery Hardware will enable you to add new beauty to your home.

And more important, Kirsch equipped windows will give you better control of light and ventilation . . . and they will preserve privacy.

Yes, there is real news coming about decorating your windows . . . after Victory! Remember the name Kirsch when you make postwar plans for your home.

KIRSCH
DRAPERY HARDWARE AND VENETIAN BLINDS
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SOLD BY 30,000 STORES FROM COAST TO COAST



This British Oak suite is again available and, if you like the styling, there's a chance that your dealer has it on his floors.

Write us, if you wish, for the name of your nearest British Oak dealer

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JAMESTOWN LOUNGE Company
Jamestown, N.Y.



howers tonight and *every* night !

NO drought for this home! No dry gurgle, no tired trickle of water, even when the shower is turned on in a top-floor bathroom.

This home, you see, has rust-proof and corrosion-resistant water pipe . . . Chase Copper Water Tube. Folks who live here can have their showers tonight —and every night for many, many years to come.

If you like a *brisk* shower, if you expect a quick surge of clean water when you turn on a faucet anywhere in your home—remember Chase Red Brass Pipe and Copper Water Tube plumbing. Talk it over with your architect or plumber now, and you'll be all set to go the moment we can again supply these fine metals for home use.

Chase

BRASS & COPPER CO.

— INCORPORATED —

Subsidiary of Kennecott Copper Corporation

Waterbury, Connecticut

After the war, enjoy Chase Red Brass Pipe or Copper Water Tube, Chase Bronze Screen Cloth, Chase Copper Gutters, Downspouts and Flashings, in your house. And install good brass and bronze hardware and brass plumbing supplies, too.



From the
GOVERNOR'S PALACE





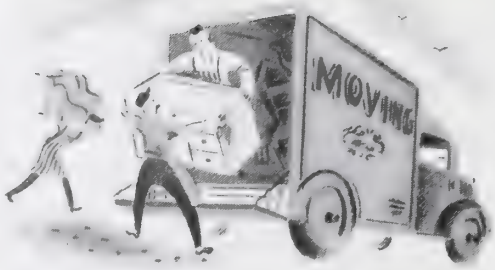
If you have ever visited Old Williamsburg in Virginia, you will remember with keen pleasure the grandeur of the Governor's Palace.

In particular you will recall the palace's lovely, authentic furniture, including many originals of Williamsburg Restoration reproductions. True copies of these rare pieces, hand-fashioned exclusively by the Kittinger Company, will again be available when we complete our part in the war program. In the meantime if you would like to plan your post-war home around these "heirlooms of the future," send 50c for the official brochure showing all the approved pieces, together with their Williamsburg pedigrees. Write Kittinger Company, 1893 Elmwood Avenue, Buffalo 7, New York.

Kittinger Williamsburg Restoration Furniture Reproductions do not strive for antiquity by "distressing" the wood or finish. Each piece is made to look exactly as the original looked when new, even to hidden details of construction. Each piece is numbered and recorded, bears the history of the original, and is branded with the identifying hallmark below.

KITTINGER
Williamsburg Restoration
FURNITURE REPRODUCTIONS

KITTINGER ☆ *Makers of Fine Furniture since 1866*



How to remedy MOVING DAY MISHAPS

With a furniture repair kit you can conceal the minor injuries your furniture suffers

EVEN with the most careful movers accidents do happen on moving day. So equip your house with a first-aid-to-furniture kit and your heart won't leap into your throat every time the movers jam into a wall. The Josselyns of Boston make a set of repair crayons that are useful for camouflaging scratches on practically anything. They come in blue, black, v and light, medium, and brown. Replace a loosened or chair rung quickly with a ric mender filled with a fle cement. For more serious ma woodwork and furniture, u combination crayon and oiled The crayon fills in the gouge pad blends it into the finish.

Take it from me...
smoother drinks come
from **HAVANA CLUB RUM**

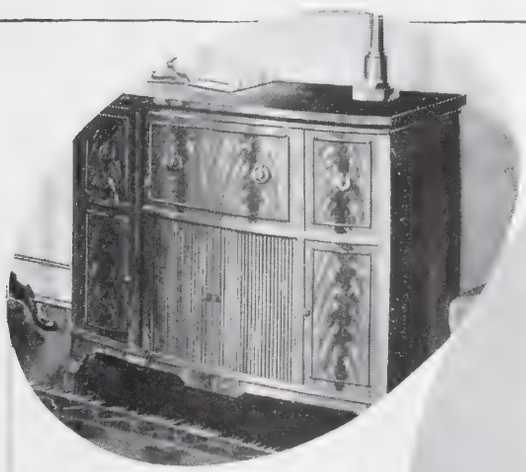


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Sole Agents for U. S. A.
CONTINENTAL IMPORT DIVISION of R. C. WILLIAMS & CO., INC., New

The heavenly chords of the Harp make

sic of celestial sweetness ...as you'll know when

ening with a Scott





If, as the poets say, the Harp is ummed in Heaven, you will have a etaste of angelic music when you lis- with a Scott. For a Scott brings you the rant resonance of each plucked string a *living* performance . . . as it brings every voice in the orchestra.

The acclaim for the Scott has been dened by the thousands of sets at sea, nging to our men on all the oceans wscasts and favorite programs, from fway 'round the globe. To these men, e of the first peacetime dreams to be lized will be a Scott by their own fire- e, to bring them "everything that's on air."

You too will want to listen to a ott—with unbelieving ears. Can it possibly be all that people say about it? The answer will come when you hear by record or radio, by Frequency Modulation or standard broadcasts, reproduction of music that is incredibly vivid, rounded and complete. At no time do you hear the Scott—*only the instruments it reproduces.*

Send the coupon now, for the earliest announcements of Scott peacetime models.

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☐ Please send me your new booklet on radio, "Achievement Through the Years."

☐ Please put my name on your announcement list.

Name.....

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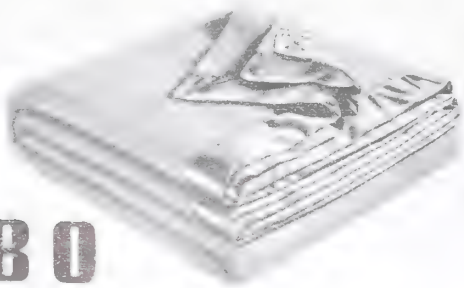
But most of all . . . . I need FARIBO'S !



Think your office has a corner on postwar plans? No sir. I have some, too.

And glory be—my postwar Blanket Program for Faribo's can be carried out *right now.* Loads of stores have 'em . . . postwar colors, pre-war quality . . . all-wool Faribo's.

Bee-utiful super-softies, in heavenly pastels . . . just like the Faribo's I used to buy. They're real postwar luxury—*now!*



FARIBO

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Rummage sale

TABLE IDEAS for brides

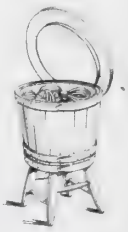
By Will Holmes

If your budget can't come terms with the price tag those extra tables you've your heart on, make your



Anything that will provide height, sup and a round top will serve as making this table. The stool, circular-top crate barrel are just a few suggestions. (with a fringed, very full circular

This is one of the most versatile tables we've seen. Use it on porch for sewing or knitting material, magazines, toys. Nail a butter or pickle tub (any large wooden bucket) to a low bathroom stool. Paint.





You can have a very respectable c table from an old stove base. You're likely to find one at a country auctio second-hand store. Paint it to match color scheme. Wonderful for outdoor

AMERICA'S SMARTEST PIANO FASHI

Plan to Include a

GULBRANSEN

Duchesse

CONSOLE PIANO



. . . in Your Post-War Home

GULBRANSEN CONSOLE PRICES START AT $495



Serenely lovely to look at, the Duchesse Studio Console connotes the exquisite styling of Gulbransen authentic period pianos. Rich resonant tone and smooth responsive action. New pianos are now available to musicians, music teachers, and music students.

WRITE FOR FREE Booklets showing Gulbransen new charming traditionally-styled Grands and Consoles

GULBRANSEN COMPANY

DEPT. S
816 N. KEDZIE AVE., CHICAGO 51



This conversation-making coffee table was once a wagon wheel. The hub has been cut down and a piece of plate glass used for the top. Legs can be spokes from another wheel, balustrade pickets, or most anything.

ou'll find the base of this table in a recking yard. It's a column from an old ıansion. To convert it to a table, saw off ıe top, refinish by painting or bleaching. se a framed round mirror for the top.





Here's a swell rumpus room table—especially if you can get a tin tray for the top of it. The base is a bathroom stool or any stool cut down to desired height. Glue tray on or nail it if design will conceal nails.

othing could be easier to make than this offee table for a long couch or sofa. Nail wide plank with rounded edges to tops f two low stools of equal height. Finish to ıatch other furniture in your living room.





An old iron, marble, or cement garden urn or bird bath will make a dandy table for outdoor use or for some other spot where it need not be moved often. Build up with coats of paint and rub. Make top of wood.

Muted Melody
in Misty Pink and Blue...

SYRACUSE
True China

Here is serenity and peace and quiet dignity to refresh your war-worn spirits and give you a sense of beauty and proportion once more. Forget-Me-Not is a pattern for "constant" romance — decorated with the flower that symbolizes a knight's undying farewell to his lady.

And Forget-Me-Not is a pattern of "constancy" in a practical sense, too. Its lovely ivory body is Syracuse *True* China—clay and feldspar melted under intense heat until it rings with clear music and light comes through in a soft, mystic glow. Tap it, hear it ring. Hold it to the light, see your hand through it. Both tell you it is true china — thin, hard and perfectly shaped. *Forget-Me-Not is one of the latest patterns, available at retail only after the war.*

Forget-Me-Not Pattern

ONONDAGA POTTERY CO., SYRACUSE, N. Y.

Furniture by
TOMLINSON





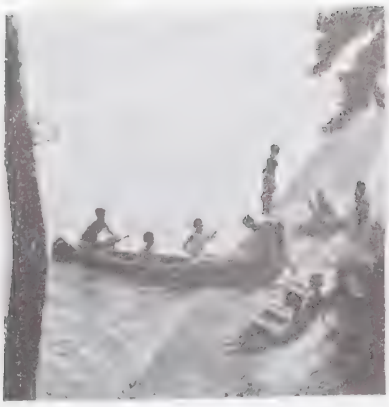
The Gainsborough
Just *makes* a room!

This famous chair will rejuvenate your living-room, bedroom or hall. A pair before the fireplace, beside the tea table or window—you'll love it! Good dealers and decorators everywhere have the Gainsborough, or can get it for you.

$55 each . . . $99 a pair

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SASKATCHEWAN—Prince Albert National Park—a wooded paradise of lakes and streams—natural home of moose, deer, bear and beaver.



ALBERTA—Trail ride through wonderland. See the Columbia Icefield, Banff, Lake Louise and Jasper Park, showplaces of the Continent!

THE REST OF A LIFETIME

will be waiting for you in

CANADA



The peace and beauty of far, cool forests . . . the deep solace of superb fishing, hunting or just relaxing as you haven't been able to do in all these war-torn years will be waiting when you spend your post-war vacation in Canada. You'll discover new winter and summer playgrounds . . . enjoy the hospitality of your comrades in war, friends in peace. Modern train service . . . progressive airlines . . . new motor coach and steamship services . . . new and better roads will make it easier for you to travel. Accommodations that range from luxury hotel to backwoods camp. For information, write the Canadian Government Travel Bureau, Ottawa, Canada.



Issued under the authority of Major General the Hon. L. R. LaFlèche, Minister of National War Services, Canada.



NOVA SCOTIA—Land of pi[illegible] delightful beaches: a colourful country steeped in history and tradition!

Till the war is won,

this is

THEIR ONLY TOUCH OF HOM

FOR OUR OWN - FOR OUR ALLIES

WHERE are you reading this magazine? Likely as not, in the comfort of your own living room. You can take your choice of music on the radio or phonograph. If youngsters are there, we'll wager you have apples or cookies on hand.

While you're enjoying such niceties in your own home, there are boys and girls—perhaps your own or your neighbor's—living in tents and barracks, in crowded quarters on shipboard. Or perhaps they're waiting behind the barbed wire of a prison camp for war's end.

It is within your power to bring a touch of the simple, homey joys we take for granted to these y people. Give to the National Fund via your local Comm War Chest. You thereby e the U.S.O. to provide home forts for service people's off- hours. You help War Prisoners to meet the recreational, ed tional, and spiritual needs of prisoners.

The National War Fund supp twenty other organizations, too striving to inject a little huma and kindness where war has str

Won't you give more than thought you could?

Garden Flower



In this delightful new pattern, Stangl craftsmen have again designed pottery dinnerware which has instant appeal. Beautifully decorated and hand-colored, it carries to the dinner table the lovely freshness of the flower garden. Most pieces have a different flower decoration. Ask your dealer to show you this pattern.



Look for This Identifying Pla

FULPER POTTERY COMPANY *Est. 1805* **TRENTON 4, NEW JERS**

America's Oldest Pottery



Your mirror will tell you how you slept last night

Sound, restful sleep is reflected in the refreshed image in your mirror . . . Keep your beauty fresh through proper rest . . . You'll feel better . . . You'll look better because you'll sleep better on a Sealy Tuftless mattress.

LEEPING ON A

Sealy

IS LIKE SLEEPING ON A CLOUD

TUFTLESS MATTRESS
$39.50
Box spring available. Slightly higher in Pacific North West.

Tick-Tock...Tick-Tock...FOR LONG AND QUIET YEARS!



It's a high tribute to Old Charter that so many people put it on their preferred list. They'd rather wait for the best — when their favorite bar or package store is temporarily out of Old Charter. If you've ever enjoyed the smooth mellow goodness of Old Charter, you'll agree it's well worth waiting for.

THE CHIEF THINGS to consider in a whiskey are just two. There's the whiskey you begin with. There's the time you let it age. Old Charter goes into the barrel, we believe, the noblest whiskey ever distilled. Then, for long and quiet years Time does what Time alone can do for whiskey . . . ripens its silky flavor, mellows its body, enriches its bouquet. Then and only then Old Charter is ready to show you *how fine* a Bourbon whiskey can really get to be!

This Whiskey is 7 Years Old • Straight Bourbon Whiskey • 90 Proof • Bernheim Distilling Company, Inc., Louisville, Ky.

OLD CHARTE

A SUPERB AMERICAN WHISKEY

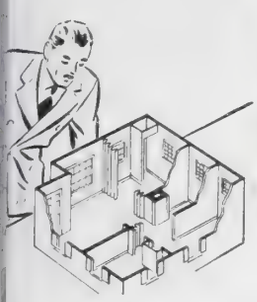
BUY MORE WAR BONDS AND HOLD

Put READY-MIXES in your overseas packages

Cake, muffin, and biscuit mixes that need only the addition of water to produce a good baked product will be most welcome by the recipient



VOULD be wonderful if you ild bottle some of the delicious is that emanate from your n when you're baking and hem to the boys overseas, who as much for the smell of r's gingerbread or chocolate cake baking as for the cake itself. Next best thing is to send the cake, but that hasn't proved practical either. So send him a cake mix, and he'll probably find someone willing to bake the cake for him. The mixes contain the necessary eggs, sugar, and shortening—ingredients most likely to be scarce. All that's needed is water. The mixes make excellent "thank you" gifts for hosp tality offered to the boys, especially if they are stationed in England, where it's almost impossible to get together the makings of a cake. There are Duff's gingerbread and devil's food mixes, the Joy golden layer cake, vanilla cake, and chocolate-flavored cake mixes, to mention a few. There are also some fine waffle and muffin mixes which are worth remembering, too.



LE ONES
OF BIG ONES..

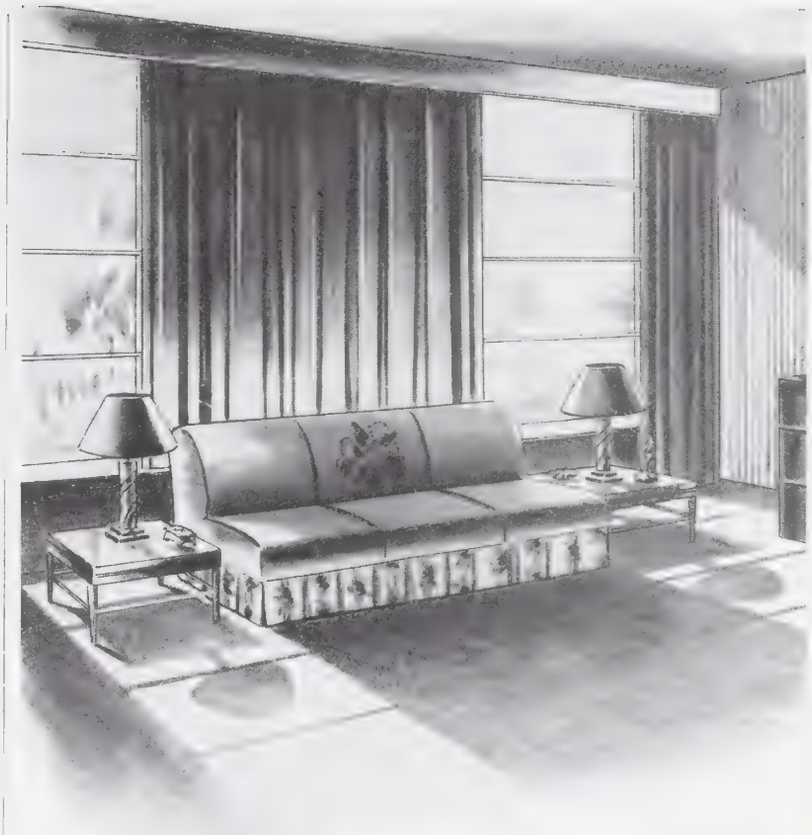


with the wall that moves!

! Chango! It's easy to create when you need them with nfold Doors. If it's big ou want, fold these accor- ype doors to the wall. Or ittle rooms—with intimate y—you're after, bring these ome, fabric covered doors together. Modernfold suits the occasion! And Modernfold is smooth and trouble-free in operation. Its metal frame is precision-built of superior materials. And beautiful? It will make you catch your breath—with lovely, distinctive fabrics. Get the details today.

NEW CASTLE PRODUCTS
1615 I Street, New Castle, Indiana

old Doors, 424 Madison Ave., N. Y. C. • Export Dept.: Utility Bldg., Fort Wayne 2, Ind.



HOW TO OPEN A ROOM'S *"Eyes"*

Windows are the "eyes" of a room. And new, bright, tastefully decorated windows can do more to waken a "sleepy" room than any other single thing you can do to it.

Hundreds of thousands of American women are planning new window decoration today. Hundreds, from 44 states, told us of their plans and preferences recently. Would you like the combined result of their thinking?

You can get it, free, in our new booklet "Five Steps to Window Beauty."

It tells why and how 9 out of 10 of them will use Traverse Draw Curtains . . . why 4 out of 10 prefer Festoon Rings . . . 3 out of 10—Wood Cornices. It contains dozens of helpful ideas.

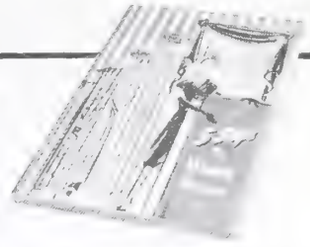
See your Judd Dealer today. He may have some fixtures in stock that would permit you to redecorate, now. He will have your copy of "Five Steps to Window Beauty." Or you can get it with the coupon. Take that first step to window beauty, today.

H. L. JUDD COMPANY, Dept. HB-11
WALLINGFORD, CONN.

Please send me, "Five Steps to Window Beauty." FREE. Who is my Judd Dealer?_____

NAME:_____

ADDRESS:_____



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73rd Anniversary

TOMORROW'S HOME

WILL BE A BETTER HOME

IF EQUIPPED WITH

ROUND OAK PRODUCTS



BUY ANOTHER WAR BOND TODAY!

ROUND OAK
HEATING EQUIPMENT
KITCHEN APPLIANCES
ROUND OAK COMPANY • DOWAGIAC, MICHIGAN



Wise words come from a master renter who changes houses as some gals change hair-dos. Her advice is well worth listening to

By Anna Mary Wells

FOR thirteen years, off and on, I've been listening to the rhapsodies of friends who have bought or built their own houses. No human being, unless it be a reformed drunkard, is as smug and vociferous as the renter turned property owner. He doesn't actually accuse his friends who still rent of arson, infanticide, or even shiftlessness; he is too happy to be harsh in his judgments, and, as long as they will listen to talk of doorknobs, bookshelves, sump pumps, and shrubbery, he continues to tol them as a lower order of hum still capable of redemption. of course, no property owner o new believes that a renter love his home, his children, o country. Property owners be that people who rent houses to use them for firewood, and all prospective customers ac ingly.

During these thirteen years have lived in ten houses in cities. Par is around seven

SOUTHERN COMFORT



Good News! DUE TO EXPANDED FACILITIES . . . MORE SOUTHERN COMFORT IS NOW AVAILABLE

SOUTHERN COMFORT CORPORATION
2121 OLIVE STREET • ST. LOUIS 3, MISSOURI

onths per house, and two years
id three months is the record
ay. Along the way we've acquired
ree children, no two of whom
me home from the hospital to
e same place. The first time we
oved it was simply a matter of
itting the wedding presents back
the cases in which they had ar-
ved; now it takes a separate truck
r velocipedes, sleds, back-yard
mnasiums, sand-boxes, and the
raphernalia appertaining to the
mily cat.

Incredibly enough, we've been
mfortable, happy, and rooted in
l these places. Now and again I
me into my living room and
ope for the light switch where
would be if this were Salt Lake
ty, or set out to look for the ten-
ar-old color film of our first
by in the bottom of a built-in
awer in Los Angeles, but gen-
ally speaking I know where I
1 and like it. One thing con-
buting to the homelike effect is
at all our houses have had a
mily resemblance. Like the cham-
red nautilus we've moved steadily
om smaller to larger, but all but
e of the houses have had open
eplaces, and all but three have
d enclosed back yards. This, of
urse, is not the result of co-
cidence; we both like open fire-
places and have always looked for them first thing when we were considering houses for rent, and after the first baby learned to walk we added the enclosed yard to our list of necessities. We've had to furnish one fence and a couple of gates ourselves, but we have always managed the required play space somehow.

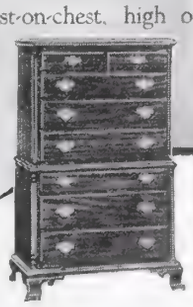
RENTERS, of course, can't be choosers; to get the fireplace and yard we've had to live in a house with no garage, a house with all the paint peeling off the living room, two houses with memorable dining room chandeliers, a house with the back porch falling off, a house with the maid's bedroom between the dining room and the kitchen, a house in which the front door opened directly into the dining room, and the master bedroom could be reached only through two other bedrooms, and a house that shared its driveway with the next-door neighbors. We know any number of things about what to avoid in the house we will build when my husband retires or adopts a less peripatetic profession. We also know a lot of things more immediately useful about how to rent a house and live in it after

(*Continued on next page*)

Solid Mahogany
18th Century
Colonial Chippendale

Always in good taste in any home . . . the KLING 505, 18th Century group consisting of 25 pieces done in Solid Central American Mahogany offers excellent selections in suites, or single pieces. Highboy, Lowboy, Chest-on-chest, high or low Poster Beds, etc.







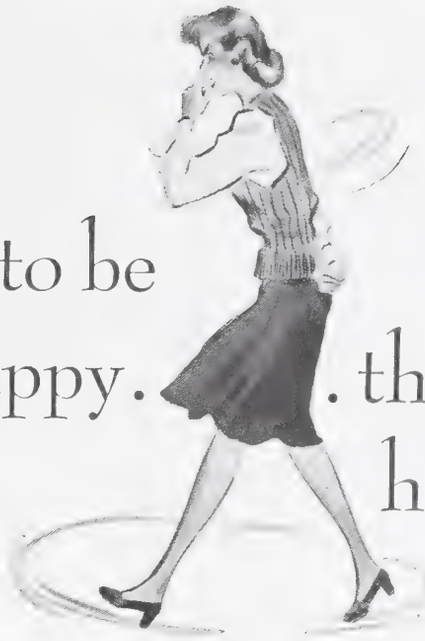
Furniture of solid wood has that fineness which adds so much to the feel of comfort and satisfaction in the home. For years the large manufacturing facilities of KLING have been devoted entirely to the production of Solid Mahogany and Solid Maple furniture. This specialization enables us to supply you with finely styled, high quality, solid wood furniture at very moderate prices.

When buying furniture look for the KLING trade mark. 1800 retail stores display KLING furniture.

Send ten cents (10c) to Department "BN" for KLING Booklet "Styling A Bedroom"

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KLING



how to be happy. . . though harried

Use Nu-Wood!

Are you harried by a "problem" home today? Have wartime conditions spotlighted its defects? Then here's quick, effective, low-cost aid: Nu-Wood Insulating Interior Finish!

NEED EXTRA SPACE?
Has a new baby—or the in-laws—made you conscious of lack of space? Nu-Wood Interior Finish builds new rooms quickly—subdivides larger rooms into smaller ones. With its fadeproof colors and velvety texture, Nu-Wood needs no further decoration!



WANT A QUIET BEDROOM?
Does a strenuous wartime schedule—or the necessity of housing war workers—make you long for a really *quiet* bedroom? Nu-Wood Interior Finish effectively absorbs unwanted noise : : : helps promote soothing, restful sleep!



WALLS LOOKING SHABBY?
Nu-Wood quickly and easily hides cracked plaster, peeling paint . . . covers old surfaces with a new and glowing beauty that will delight your eye for long years to come! And because Nu-Wood is high in insulating value, it helps cut your fuel costs year after year.



Nu-Wood
INSULATING INTERIOR FINISH

• *Applying Nu-Wood directly over old walls and ceilings—or using it to build new rooms—is a quick and easy job. You'll be amazed, too, at Nu-Wood's low cost. Mail the coupon for full information about this better interior finish!*

WOOD CONVERSION COMPANY
Dept. 111-11, First National Bank Bldg.
St. Paul, Minnesota

Gentlemen:
I want to know more about the new Nu-Wood Kolor-Fast and Sta-Lite. Without obligation, please send me complete facts. I am a homeowner ☐ renter ☐ contractor ☐ student ☐ architect ☐

Name .....
Address .....
City ..... State .....

BALSAM-WOOL → PRODUCTS OF WEYERHAEUSER ← NU-WOOD



listen my lady, and you shall glean

the tale of the closet that keeps itself clean







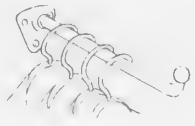
There was a little closet;
'Twas always getting mussed.
Mother cleaned and straightened;
Father fussed and cussed.



Sister took her rubbers,
Tossed them on the floor
Brother had a raincoat—
Heaved it in the door.

Father threw his hat on top.
The pile grew mountain high.
Mother said she'd clean it out,
Some day, by and by.





Instead, she learned K-Veniences
Will give her clothes a treat,
Keep each garment straight and clean,
And all her closets neat.



Now she plans and buys War Bonds,
Come peace, she has a date
With K-Venience Closet Fixtures
Which always keep clothes straight.



Space-saving K-Venience clothes closet fixtures for every member of the family include clothing carriers, extension closet rods, garment brackets, trouser and skirt hangers, shoe, hat, tie, umbrella and towel racks. After the war, you may buy them at reliable Department Stores, Hardware and Building Supply Dealers.

Knape & Vogt
GRAND RAPIDS, MICHIGAN

Write Dept. HB10

CONTINUED FROM PRECEDING PAGE

you've rented it, a few of which I'll be glad to pass along to war wives temporarily in our situation.

I know one woman with a husband subject to sudden and frequent transfer who has solved her problem differently from the rest of us. She has no children, lots of energy, and a gift for decoration. When her husband is transferred, she looks around for the oldest and most dilapidated house she can find in a reasonably decent residential part of the new city, buys it for the proverbial song and sets to work on it. By the time he is transferred again she has made it over into something that will sell at a handsome profit. However, she merits an article all to herself, and besides, her system is adapted to normal times rather than the war.

MY HUSBAND likes to be able to fold up his tent like an Arab when the New York office gives the signal, so what we look for is a house that will rent on a month to month basis, as Army and Navy families do. This means that if the owner takes it into his head to sell we have to move whether we are transferred or not, a factor in the situation that has helped to keep us from even trying to settle d

I understand that in most p now a war wife looking for a h is happy to settle for four and a roof. Nevertheless it's sible that my experience in pier days may be useful to her others like her.

It's a good idea to decide on the indispensable qualificat and pare them to the bone be you start looking. If it's a g size and attractive living room entertaining, or a dining room no dining room, a kitchen enough to swing a cat or roa turkey, adequate closet space view, an impressive exterior comfortable interior, adequate or attractive decoration, decide on what matters most to you and stick to it if it's humanly sible. We've been able through years to sit in front of the glow fire and forget the peeling p and the sleeping maid cutting access to the kitchen and a bedt snack. Some people, I'm sure, co not have lived with our chandeli If you like to give dinner part the lack of a dining room can a constant irritation, although builder of your house may h considered it a great convenien

Next in importance (assum of course, that you have



Tomorrow's Dream Home will hav Gerity chrome

In tomorrow's accent on charm and practical features, distinctive Gerity Chrome Accessories will bring new long-lasting beauty to bathrooms . . . "sugar and spice" freshness to kitchens.

Best of all . . . towel bars, soap dishes, tumbler holders, cabinets and similar accessories of Gerity Chrome won't break or tarnish . . . they smartly blend with any color scheme. Gerity-Adrian Mfg. Corp., Adrian, Michigan.

Gerity
CHROME BATHROOM ACCESSORIES

…et. Is the selection of a land-
Owners make more difference
…e lives of tenants than almost
other adjunct of a house. The
one we ever had was a burglar
…os Angeles; he let us strictly
· except to drop in occasionally
plant canterbury bells in the
…en. Obviously you can't always
a burglar, but failing that the
landlord is an individual who
…s the house as an investment
…erately, not because he was
… with a foreclosed mortgage.
to an agreeable owner by
…e in desirability comes a dis-
…able owner by necessity, and
of all an organization of any
The trouble with organiza-
is that they take too literally
Biblical injunction not to let
right hand know what your
hand is doing. You frequently
large and even breath-taking
…essions from an organization,
after all, it's someone else's
…ey they are deciding to spend
our house, but everything you
want is the function of some
… department than the one
…e talking to, and it is usually
ult to find anyone who has
heard of you or your house.
…y happiest memory in that
…ection is of the house in Los
…les in which the gas furnace

was out of order and the chimney stopped up so that not even the open fireplace would burn. And don't let anybody tell you it doesn't get cold in Los Angeles in January. We telephoned and wrote until we were in despair, and then one morning two strange men appeared on the front porch, one of whom introduced himself as Mr. Doakes from the Mortgage Guarantee Company.

"Well," I said, "I certainly am glad to see you; we're about to freeze to death in here."

IT TURNED out that Mr. Doakes was a salesman and the other stranger a prospective customer, and that was one time that interdepartmental contacts were promptly established. The same afternoon a man came out and fixed the furnace.

I regret to report that of all organizations we've had to deal with, the Federal Housing Administration is by all odds the worst landlord, bumptious, illogical, inconsiderate, extravagant, and impolite (and we're not Republicans). Perhaps we were just unlucky.

As a connoisseur I have come to prefer moving in winter because it

(*Continued on page* 171)

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Prices include federal tax.

Rings enlarged to show details.

If it is a "Keepsake" the name is in the ring.

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214 S. Warren St., Syracuse 2, N. Y.
Please send the book, "The Etiquette of the Engagement and Wedding," with supplement on "Wartime Engagements and Weddings," illustrations of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.
Name.....
Street and No.....
City.....
HB 10-44



Look for the cute Barret Bear when buying **HAND PRINTED DRAPERY AND UPHOLSTERY FABRICS.** For the Barret Bear signifies originality in design and a wealth of colors such as you've never seen in fabrics so moderately priced. The supply of Barret fabrics is naturally limited but when the war is over, the Barret Bear will lead you to the finest in Hand Prints for your home.

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Two good ways to use BACON DRIPPINGS



Substitute bacon fat for your usual shortening in corn muffins, and watch it give flavor to baked lima beans too

SOUTHERNERS know the merits of bacon fat for flavoring. They use it practically everywhere. It's a versatile fat, but it can be overdone. So begin your experimenting with two simple recipes. Lima bean casserole: Soak 1 pound dried lima beans overnight. Drain. Add fresh water and cook until tender with a pinch of soda and salt. Put in casserole and pour the following mixture over beans: ½ cup brown sugar, ¼ cup melted bacon fat; ½ cup chopped celery, 1 chopp onion; ½ teaspoon dry mustar ½ cup catsup; salt. Bake one ho in moderate oven.

For the corn bread, follow a basic recipe, simply substitutin four level tablespoons melted bac fat for the usual shortening. T crust of the muffins will be crunch They'll disappear fast from a buffet set-up. If butter is scar in your section of the countr honey makes an excellent sprea



Produced in the Champagne District of America

Located since 1865 on the shores of Lake Keuka, in a natural setting reminiscent of Northern France, is the famous Gold Seal winery. Here, grape-loving soil, sunshine and old-world craftsmanship combine to give you Gold Seal—the champagne that's famous for clean taste, delicate bouquet and bubbling gaiety. No wonder Gold Seal makes any occasion a joyous event!

Gold Seal Brut—*a very dry wine,* specially blended for the connoisseur

Gold Seal Special Dry—*a dry wine*

URBANA WINE COMPANY, INC., Urbana, Hammondsport, N. Y.



GOLD SEAL
NEW YORK STATE
Champagne



Your attic may be your FORTUNE

Long-forgotten bric-a-brac, which you'll never use, may be readily salable now

OUR attic is like most we , it's rife with non-paying -, which sentimentality or has kept you from ousting. se tenants happen to be re, china, or porcelain fig- ornamental silver, bronze or accessories of the type r in the late 1800's and early 1900's, now is the time to convert them into cold cash. For auction houses are clamoring for bibelots of all kinds, and you may be the holder of a winning piece. Dust off the cobwebs, unwind the tattered wrappings, and see what's underneath them. What you find may be worth looking into!



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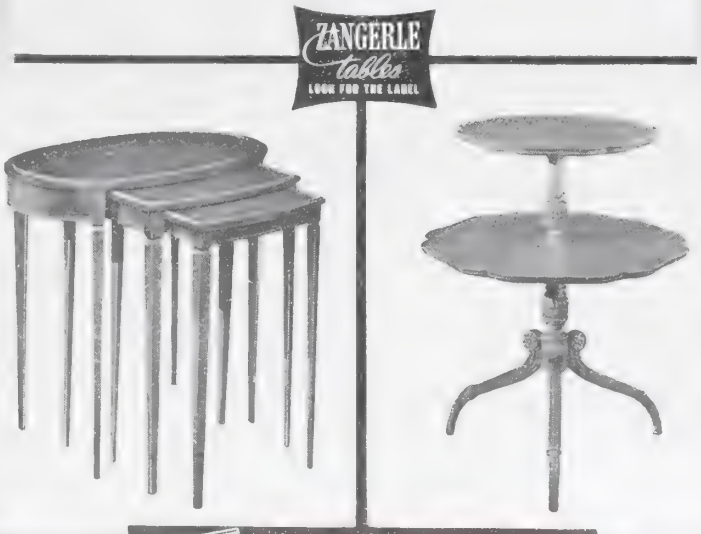


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Yet, Zangerle Tables are more than beautiful—they are authentically designed . . made from top-quality materials . . by craftsmen who take painstaking care with every detail of manufacture.

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WRITE FOR "GUIDE TO GOOD TASTE"

A new booklet on decoration. 6 easy lessons, on periods, color, arrangement, etc. Send for your copy today . . . only 10c.

ZANGERLE & PETERSON CO.

Dept. 23, 2164 Clybourn Ave., Chicago 14

Let's settle that old dispute ABOUT EGGS

Where you were born and brought up will have a lot to do with whether you prefer your eggs brown or white

YOU'LL hear heated arguments among people from different parts of the country about the relative merits of brown versus white eggs, and you'll never get them to agree. Preference for one or the other depends largely on what you're accustomed to eating. But unbiased sources will tell you that from a nutritive and flavor standpoint there is no difference.

If you're in a market where white eggs are preferred and you have no strong feelings about which color turns up in your egg cup or inside your cakes and custards, you may be able to benefit financially by your lack of prejudice. For you'll probably find that brown eggs will be slightly cheaper, where the white ones are preferred.



The important thing about isn't their color, but their fresl A chalky-looking shell us means freshness. And bewa buying eggs where there's n frigeration. The best quality won't stay that way sitting warm, grocery-store counter.



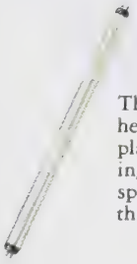
A beautifully colored historical map shown above will be sent you on reques
Write Dept. H. B.
STITZEL-WELLER DISTILLERY, INC., SHIVELY, KY

SIGHT!





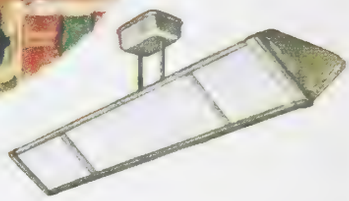
...better your electric light bulbs, ...more precious light you'll get at ...r cost. So Sylvania Incandescent ...os are made with but one thing in ... —to give you *more light, better ... at highest economy!*



There's a new kind of light that's helping win the war in thousands of plants. It's Sylvania Fluorescent Lighting—cool, glare-free, bright as a sunny spring day. Soon you'll be enjoying it throughout your home!

Here's a compact, war-working Sylvania Fluorescent Lamp dressed to travel into tight places with cool light. You'll be seeing its after-the-war offspring doing home duty in wall brackets, in closets, in boudoir and bath!





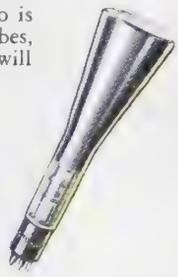
Light must be placed *where you need it—without waste!* That's why Sylvania designs fixtures to work with fluorescent lamps and accessories. They form a close-knit, *fully guaranteed* unit giving the most for your money in *usable, working light!*

SOUND!



...Sylvania brand on a radio tube ...ds for only one quality—*the best.* ...ht now, Sylvania Radio Tubes have ...nsive war jobs wherever radio is ...d. If your radio needs new tubes, ...your Sylvania Serviceman. He will ...his best to help you.





Sight now joins Sound in Television! Sylvania is a pioneer in the development of the cathode ray tube—today's most practical and economical solution to the receiving of sharp, clear pictures-by-air in your home.

Housed in suitable electronic devices, Sylvania Electronic Tubes are used in almost every field of science. They have gone to war in many ways. They will help make the coming Peace freer, easier, more enjoyable!



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Answering your ad, Omar, you certainly have asked the $64 question. Frankly, we don't know anything that *we* can buy which is as satisfying as LEJON Brandy ••• But we Vintners are curious people. We get quite a lot of real pleasure in trying to make a liqueur brandy that makes everyone who tastes it wonder, as you do, if there is anything else in the world as good ••• Your case of LEJON is in transit as we might say—"On the Viewless Wings of Poesy."

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HOW NOT TO HIT YOUR THUMB

Hammering nails shorter than the width of your thumb can be painful. Try this painless method

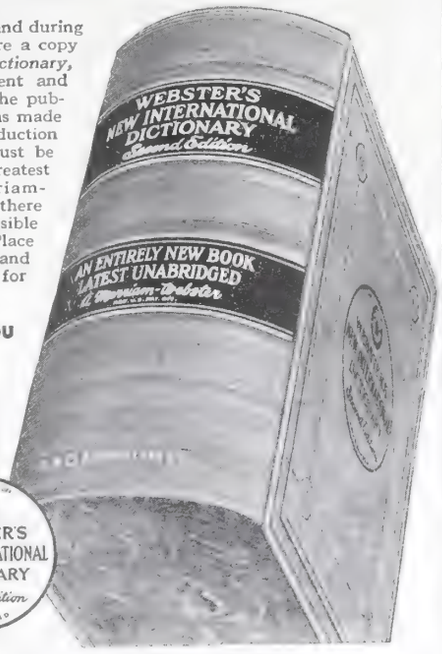
OW often have you tried to hold a small brad or tack with ur thumb and forefinger and ll make the tiny object accessible a hammer head? Most of the ne the nail is completely covered and the hammer comes in painful contact with your unprotected thumb.

A pair of tweezers will hold the nail upright and leave enough of it exposed for the hammer to hit.

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IF YOU DON'T LIKE GOOD MUSIC

CONTINUED FROM PAGE 108

full, so that he sets excitement going within you. People who love music usually begin by loving Tchaikovsky.

My other suggestion is that you listen to "program" music. This is music which tells a definite story; has a plot. It is that quality which makes the music easy to follow.

Symphonies

Tchaikovsky: *Fourth, Fifth and Sixth*
Beethoven: *Fifth*
Mendelssohn: *Italian Symphony*
Brahms: *First*
Schubert: *Unfinished*
Dvorak: *Symphony from the New World*
Franck: *Symphony in D minor*
Sibelius: *Second*

Concertos

Tchaikovsky: *Piano Concerto No. 1*
Tchaikovsky: *Violin Concerto in D Minor*
Beethoven: *Violin Concerto*
Mozart: *Piano Concerto No. 20 in D Minor*
Grieg: *Piano Concerto in A Minor*
Rachmaninoff: *Piano Concerto No. 3*
Schumann: *Piano Concerto in A Minor*

Program Music, Tone Poems, Overtures

Debussy: *Afternoon of a Faun*
Richard Strauss: *Don Juan*
Tchaikovsky: *Romeo and Juliet*
Moussorgsky: *Pictures at an Exhibition (orchestrated by Ravel)*
Sibelius: *Finlandia*
Rimsky-Korsakoff: *Scheherazade*
Beethoven: *Leonore Overture No. 3*
Wagner: *Overture to the Meistersinger*
Wagner: *Prelude to Lohengrin, Act III*
Weber: *Oberon Overture*
(All of these selections are available on records)

Operas

To enjoy opera, you should listen to the *entire* opera. Stay away from excerpts or from orchestral arrangements of melodies which need the voice for true expression. The Saturday afternoon broadcasts of the Metropolitan Opera bring you about twenty different operas a season. I suggest that you listen first to *Carmen, La Traviata, Aïda Lohengrin, Tannhäuser, Bohème, Manon*—from beginning to end!

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THIRTY DAYS FOR THANKSGIVING

CONTINUED FROM PAGE 86

follows frost on the windshield as night follows the day or the sun the moon, or vice versa. That is exactly what you want; you are ready to spring the trap.

You warm your friends according to their temperaments with some such judicious potion as a glass or two of Bols Geneva gin, drunk straight and fierce and oily from the glass, or a short *schnapps* of whatever spirits haunt your neighborhood, and then you serve a soup as cold as an iceberg. After the pungency of the *apéritif*, the strange shock of a frozen clam mousse, with its aftertaste of the sea, is as exciting as hearing a great fanfare in a circus and seeing a hundred clowns come tumbling into the ring instead of ten dainty horses. It is all part of the stimulation of the warm rooms after the cold, the soft light after the early icy dusk.

ON a sideboard or a generous table, where people can stand and serve themselves according to their natures, you next produce a curry. How simple it sounds! How amusing and how satisfyingly complex it really is!

It takes two days to make it, to begin with. That gives you the smug if slightly exhausted feeling of a person who has labored nobly for a noble cause. It can be utterly exotic, with provender gleaned from a dozen tiny hidden stores in a great city (Vencatachellum's Madras Powder, tamarind fish, ghee . . .), or it can be produced with almost the same dash and sophistication from the corner grocer. The recipe I use is a judicious compromise between the two methods, as much fun as either of them.

The dishes of condiments sit in a large family group on either side of the big bowls of the curry and meat mixture and the rice, and the timidest soul you'd ever include in your thanksgiving party will soon find himself mixing a plateful, and two, and three of the most fantastic flavors in his life.

He'll put a grilled sardine between two redolent brown slices of fried banana, and then a pile of rice over them, and then drown the odd arrangement in hot curry from the bowl . . . and all around put drifts and piles and puddles of chutney, chopped egg, fat steamed raisins, toasted coconut.

He'll carry his weird dinner carefully to the table, and then, some-

(Continued on next page)

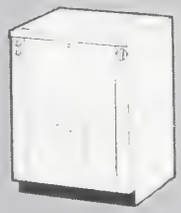


Plan a
BLACKSTONE
LAUNDRY
FOR YOUR
POST-WAR
HOME

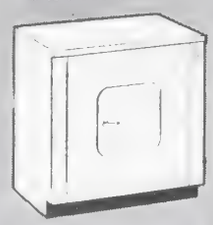
Singly
or as a
Complete Laundry

THREE MATCHED, COUNTER-HEIGHT UNITS STYLED FOR KITCHEN, UTILITY ROOM OR BASEMENT . . . FOR EFFORTLESS WASHING, DRYING AND IRONING

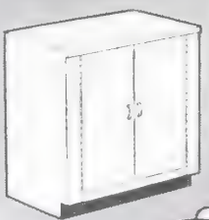
WASHING



DRYING



IRONING



● This modern unit laundry will be the marvel of many a post-war home. Counter-height, counter-depth and little more than an arm-span wide, it accomplishes *all three* laundering functions in effortless fashion — set tubs, clotheslines and back-breaking ironing boards can be banished!

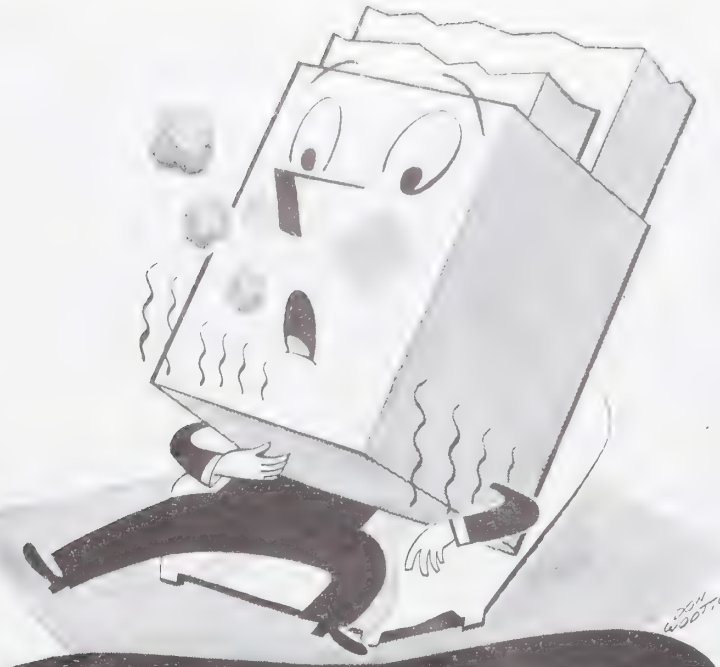
With 73 years of washer-building experience to guide them, Blackstone engineers have finally, and *fully*, solved the home laundering problem — from soiled clothes hamper to clean linen shelf.

If you plan to build, remodel or modernize, keep Blackstone Equipment in mind. Complete and detailed information will be available when our war job is done. Write now, and we will send descriptive literature as soon as it is available.

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BUY WAR BONDS

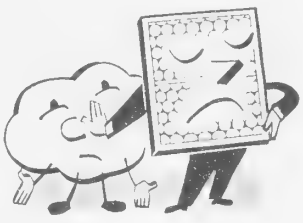
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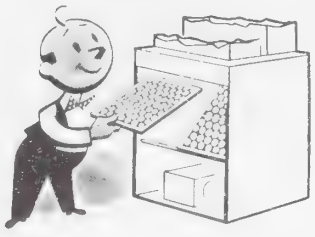
Furnaces too, must "Breathe" or *they waste precious fuel*



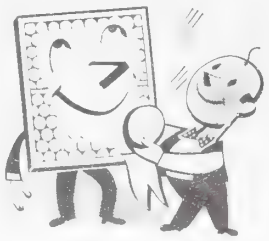
1 **Even** a forced-warm-air furnace, noted for its clean, thrifty heat, must be able to *breathe freely* or it wastes a lot of fuel. Reason for this is that . . .



2 **The same** air filters that make this heat so *clean*, in time become clogged with dust and prevent the warm air from circulating as it should.



3 **Long before** this happens, dirty filters should be replaced—changed at least once a year. And be sure to get Dust-Stops*, they're original equipment in most forced-warm-air furnaces.



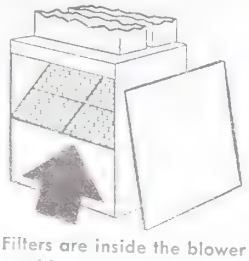
4 **New Dust-Stops** cost but little, and save plenty of fuel. They also keep your home *cleaner*, doubly important today.

Look in the classified telephone directory for Dust-Stop dealers, or order from your local department or hardware store. Most sizes cost only $1.50 each.

DUSTOP*

*T. M. REG. U. S. PAT. OFF.

AIR FILTERS



Filters are inside the blower cabinet. Just remove the panel to replace.

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CONTINUED FROM PRECEDING PAGE

what to his own surprise, burst into a delighted laugh as the aromatic very, very hot, very, very cold tastes hit his palate. He will cool his outraged gullet with draughts of good ale, and behind his spectacles his eyes will twinkle with complete appreciation. He is giving thanks.

After such a long rare entertaining course as a curry always manages to be, there is nothing much that can possibly be contemplated for dessert. You will put out a great bowl of chilled cooked fruits, the kind of compote that used to be wheeled around luxury restaurants in Europe (but better), and, of course, there must be plenty of coffee, literally "black as hell, strong as love or death . . ." Then your aggregate palates will gradually be lulled into at least a semblance of their former prosaic selves. Your guests will feel thankful for having eaten with you. You will feel thankful for having given them a meal as odd and different, and as stimulating, as any they have ever had. Yes, there will be thanksgiving.

A Thanksgiving Supper
(Not meant for Thanksgiving Day)

Frozen Clam Mousse
Toasted Crackers
Chicken or Lamb Curry
Rice Condiments
Compote of Fruits
Bols Geneva Gin Ale
Coffee

In this menu it is plain that the very cold, delicately fishy first course leads up to but does not prepare for the shock of the hot pungent curry, and that the fruity flavors of some of the condiments hint ripely at the last course, which is as mild and cool and soothing as a nurse's smile—and high time, too! There is no need for any kind of bread, except crisp wafers with the mousse, and, of course, the crazy array of little dishes with the curry really takes care of any conventional call for salad or pickles or vegetables. All you need is the right kind of friends—and courage.

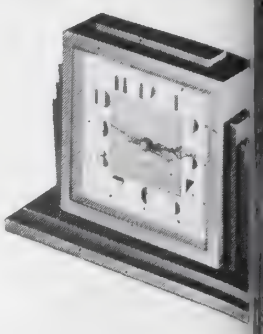
Clam Mousse

4 cups clam juice (fresh or canned)
4 cups strong chicken broth
2 envelopes unflavored gelatine
Cayenne or Tabasco sauce
2 cups thick cream
8 egg whites

Heat clam juice and broth together. Mix ½ cup with gelatine and blend well with rest of soup. When cool fold in stiffly beaten cream which has already been folded into equally stiff egg whites.

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drop tabasco to each egg white, that is, eight drops). Freeze to a mush in refrigerator, stirring frequently. Serve from a large iced bowl into chilled cups or shells. Serves 10.

A Thanksgiving Curry

1 large chicken or 5 pound leg of lamb	3 to 6 teaspoons curry powder
3 white onions	5 tablespoons flour
2-3 cloves garlic	1 pound sliced mushrooms, canned or, if fresh, sautéed lightly and drained
5 stalks celery	
Salt	

Cover the meat with water, add the onion, garlic, and celery, and boil gently until tender. Let cool in water. Then remove meat, and cut or pull little pieces from bones without shredding. Chop the cooked vegetables, return to the stock, which should equal at least eight cups, and bring to a boil. Make a thin paste of the flour, curry, salt, and either mushroom water or some of the stock, and add slowly to the stock. It should be fairly thin and transparent. Add the sliced mushrooms and then the meat. Stir gently together and let stand until next day. (Flavor of curry increases as dish stands.)

Before the dinner cook four cups of raw rice according to your favorite rule, so as to be light and fluffy.

Prepare any or all of the following condiments, with what additions you are capable of:

Chopped onions, fried and drained	Chopped nuts (walnuts, cashews, pecans)
Fried small bananas	Steamed seeded raisins
Chopped yolks and whites of hard-boiled eggs	Crumbled fried bacon

Serve the rice and curry separately, very hot, with the condiments in small bowls on the side-table.

Grilled sardines or shrimps	Any chutneys
Shredded toasted coconut	Dried fruits chopped and steamed (apricots, etc.)
Preserved mangoes	Chopped sliced olives
Bombay duck	

Compote of Fruits

Mix canned apricots, pears, plums, peaches, cherries, pineapple, whatever you have—enough to make a large bowlful. Bring to a simmer in their own juices. While still warm stir in about ½ cup good rum or 1 cup dessert wine (malaga, muscatel, port), and let chill well before serving.

And that—with Geneva first and then plenty of ale to come to the aid of outraged tongues, and then good hot coffee—that, on any day of the month of November, is *it*. It leaves little room for fasting, but plenty for thanksgiving.



Aromatic Walnut . . . fragrant pine . . . still Christmas for a man

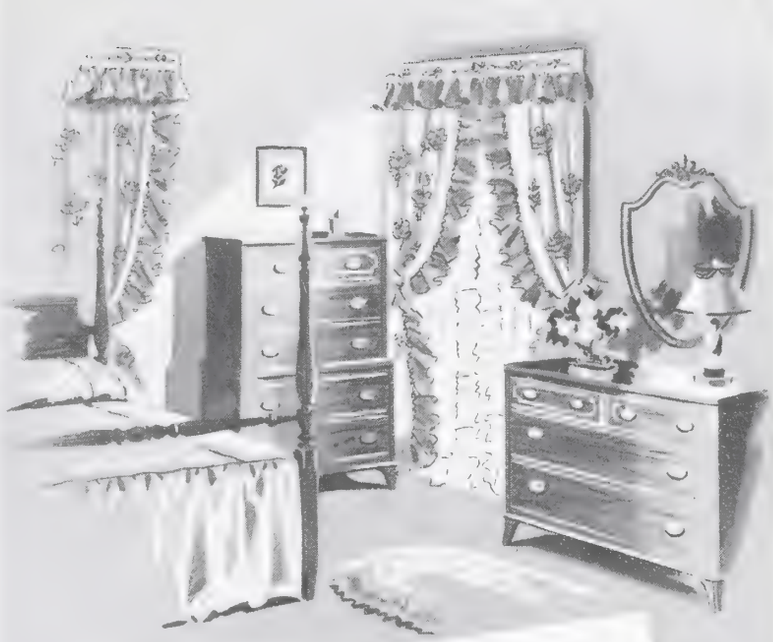
ve wandering
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WORK AND PLAY?

CONTINUED FROM PAGE 81

That's 3½¢ for every mile you will fly in your family plane after the war!

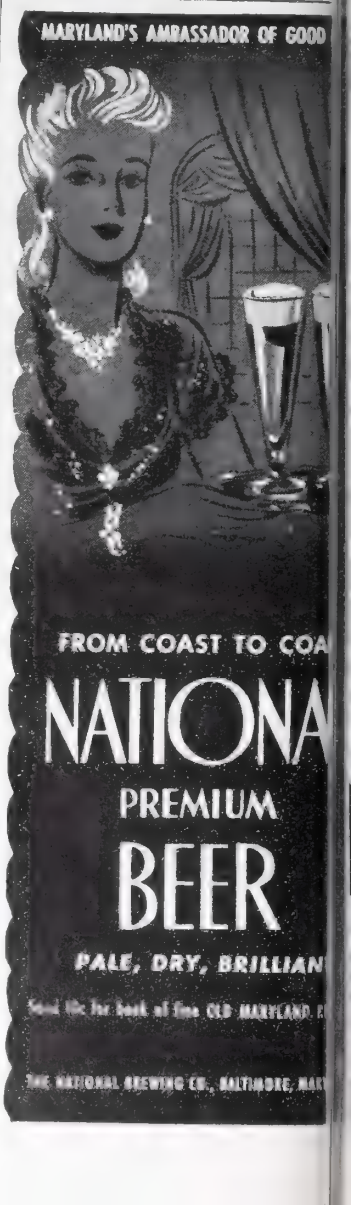
There you have it: a safe, sound airplane—no blueprint miracle of the future, involving new principles of aviation as yet untested, but a proved plane which won't and can't fall out of the sky because of its unique engineering design, which won't nose over (it has a tricycle landing gear) and which it is impossible to groundloop. You can come in for a crosswind landing in even a fairly brisk wind, with about the same ease as if you landed head into the wind. The plane automatically straightens itself out as soon as it touches the ground; in fact, the pilot would have difficulty in making it misbehave.

WHAT is needed to bring this plane into your life? Airparks. Note that word "Airparks." We are going to hear it more and more, I think, as city planners, engineers, landscape artists, architects, and civic-minded citizens become immersed in improvements in living for the postwar period. It is the name given to beautiful air landing strips with architecturally good hangar spaces to house these dream planes.

Public demand for landing strips for private planes—*not* airports, in the present sense—can put within our means the ownership and use of family airplanes to augment now overtaxed bus, street, and sometimes rail facilities in many communities. You could fly to work or to shop tomorrow morning, if peace came today and if your government had undertaken to build the Airparks the day before yesterday.

There will shortly be introduced in the Congress a bill providing $1,000,000,000 for the creation of Airparks throughout the country. See list of proposed Airparks by states at end of article.) It provides for Airparks as the partial responsibility of the federal government, with assistance from state, county, and municipal government. If the bill is passed, Airparks may become as commonplace as federal highways. The simile is exact. For automobile manufacturers did not and could not afford to build the streets and highways of America. It was public demand for better means of transportation that brought about our networks of





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highways which made possible the expansion of the automobile industry. History must repeat itself in the air, so that the man in the street can accept the personal plane as commonplace.

What *is* an Airpark? It is a small airfield, with runways 200 to 300 feet wide and from 1,600 to 2,000 feet long, surrounded by grass, bushes, shrubs, flowers, and all other attributes of public parks, including tall trees. The average citizen does not want an airport near his home. That is because, sad to relate, our present airports are large, noisy, ugly things in the majority of cities of the United States. Residential property surrounding them tends to depreciate. But Airparks are civic improvements; actual beauty spots. They are *not* noisy, since they are used by not more than 450 planes a day (300 morning and evening, 150 during the day or on Sundays). (And the planes, when heard from outside, make no more noise than Chevrolets or Fords.) The landing strips are built to be used as parks as well as landing fields. Property surrounding airparks would be enhanced in value, both because of the convenience of transportation and the loveliness of the development itself.

THE creation of a system of Airparks is a project of sufficient size to put 1,000,000 returning service men to work, 529,625 of them in permanent jobs: operational, maintenance and airplane manufacturing. In that "some day" for which we want to be ready tomorrow, if it comes tomorrow, employment on such a vast scale can't be overlooked by conscientious citizens.

HOUSE BEAUTIFUL'S "Better Tomorrow" series has pointed out the necessity of enlarging our concept of home, to take in our neighborhood, city, county, state, and whole nation, as well as our own house or apartment building. To my mind, use of air transportation is one of the more important steps toward those Better Tomorrows after the war. With private airplanes and Airparks in operation, every home can be nearer its owner's business in point of time; city services can become available to suburban householders; a wider view of the community and country becomes possible to many people who are freed to know all their communities and their country as they fly about it. I know of no nation-wide project which would have more far-reaching effects on the way in which we live than that

(Continued on next page)

What type heating for your postwar home?



Confused—are you—about the many new heating systems being talked about? . . . There are new developments in a variety of ways to provide radiant comforting warmth for your new home.

Write for booklet describing the new heating comfort. Various heating methods are explained. Also tips on what to expect and what to avoid in the system for your postwar home.

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Orloff captures the quaint charm of early American apothecary jars... fills them with ower-fresh toiletries. The feather-whipped cream, and every fragrant lotion, is compounded subtly, knowingly... combining ge-old beauty secrets with modern glamor lore.

You'll cherish Attar of Petals cosmetics or their rare delicacy, for their perfume ... and for their petal-strewn jars, milky-white and porcelain smooth.



ese hand-painted reproductions of fabulously lovely s from "The Old Apothecary Shop" are perfect on ir dressing table . . . make exquisite home decorations en the last precious trace of the cosmetics is gone. iced from $1.00 to $3.75 at good stores everywhere.

AN VIVAUDOU CO., INC. • 10 W. 33RD ST. • NEW YORK

ATTAR OF PETALS BY ORLOFF

Inspired by priceless antiques in the historic ercer Apothecary Shop now a national shrine at Fredericksburg, Virginia

of providing family airplanes and community Airparks everywhere.

The irony of it is that so many of us have not yet realized how practical the plan is—now. We pore over drawings of new *kinds* of planes, wondering when they will be manufactured for the average family. We look at the run-down uneconomical sections of our cities, pondering what to do with them, come the end of the war. And the answer, as plain as the nose on your face, is—Airparks.

LET'S be realistic. Let's admit that it is not feasible, this minute, to produce private airplanes for thousands upon thousands of families, without making landing strips and small, lovely storage-hangars at the same time. Landing a plane vertically in your own back yard and taxiing it into an air-garage *may* come some day. But in my opinion the vertical-landing plane has not yet been proved and perfected to the point where it can be put safely into the hands of air-minded laymen for at least seven years. Neither has the roadable plane, another promising dream for the future, with wings that fold up and make it into a sort of bullet-shaped automobile when it leaves the air. When either or both come, fine. But we have a plane today ready for use wherever facilities are created to lift it into the air and set it down again. Why not use the Ercoupe or similar planes of fool-resistance? The Airpark, located within walking distance of your home, would take care of the business of flying to work or play for some time to come.

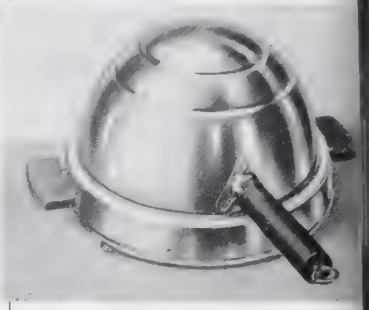
In our aeronautical research department at Parks Air College we have given much attention to the problem of properly designed and landscaped Airparks. On page 84

THE HALLMARK OF FINE CUTLERY



THE BEST

is always worth waiting for...



THE MANNING-BOWMAN SMOKELESS TABLE BROILER

Watch for the return of the famous Smokeless Table Broiler and other top-quality Manning-Bowman electrical appliances. They'll be back (soon, we hope) when our production facilities are no longer needed by the armed services.

It's the only table broiler that's practically smokeless and odorless. Special notched hinge holds the cover up safely. Cover when inverted makes ideal hot plate. Two heats. Exclusive drip well.

Manning-Bowman
—Means Best

MERIDEN, CONN.

KEEP ON BUYING WAR BONDS!

TREAT YOUR FAMILY LIKE COMPANY!



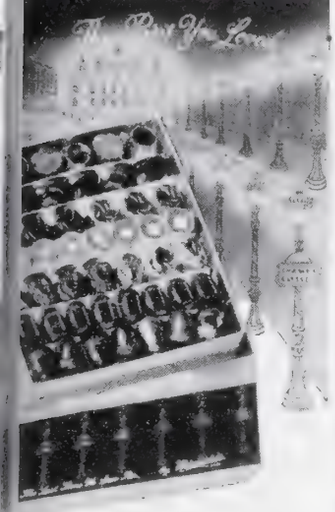
Serve

DORSET CHICKEN a la KING

Now's the time to give your family new meal time pleasure by serving the family-favorite — Dorset De Luxe Chicken a la King. Toothsome pieces of plump chicken bathed in a superb cream sauce with plenty of hot-house mushrooms! Delicious? Ah! — fit for a King and easy to serve too! Treat your family to Chicken a la King by Dorset often!

Ration Point Free — At Your Grocer

DORSET FOODS LTD.
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mparable Sweets

ing and delicious are these un- fine chocolates superbly made oice Continental recipes.

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LAST TIME WE SAW PARIS"

1 lb. 3.75; 2 lbs. 7.50; 3 lbs. 11.25



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ight your friends, send coupon ame and address, and check, to **AIL ORDER OFFICE,** 664 Fifth , New York 19, N. Y., and we nd them your choice.

elicious chocolates in attractive Gift 1 lb. 3.00 and 5.00, Coffret 10.50.

50c postage East of Mississippi, 75c West)

you have seen how an actual suburban Airpark could look. You also have seen how a downtown Airpark can be built in congested areas inside cities. Such a one is planned for the strip of land on the Mississippi River in St. Louis, Mo., where buildings already have been razed. The underground hangars, graceful concrete runways, handsome administration buildings, and landscaping must await the lifting of priorities, of course. But such an Airpark actually will rise in a section of the great metropolis of St. Louis, lifting a blighted area out of its decadence and making it a civic asset in a part of the city which has been an eyesore and a social menace for some time. Other types of city Airparks, such as an elevated landing deck roof over unsightly railroad yards, piers, fish markets, and the like, would be an asset to any city.

THE initial cost of motor highways, including right of way and surfacing, was taken care of by federal, state, county, and city funds. By the same token, the initial cost of Airparks, including the required acreage, grading, runways, ramps, lighting, and landscaping should be met by federal, state, county, and city funds. Tremendous airports, with thousands of feet of runway space are not needed. Transport airplanes require 5,000 feet of runway, but not the small planes we have in mind. No more than 2,000 feet ever should be needed to take care of 450 private planes a day. The $1,000,000,000 of federal money which is proposed would pay this cost for Airparks. This means $8.00 from every individual in the United States toward knitting together our widely-spaced population centers, the integration of our populations within hundreds of miles of each other.

Maintenance of highways and some new construction is paid for today by users of highways through license fees and gasoline taxes. So it would be with Airparks. Improvements such as buildings and service facilities would be financed out of income derived from users, in the form of rentals of hangars and profits from sale of supplies, principally fuels and oils. A $17-per-month hangar fee paid by each plane owner will take care of hangar construction and maintenance, as well as a proportionate share of field maintenance expense including insurance, police protection, electricity, water, and admin-

(*Continued on next page*)





PERFECT SERVANTS FOR YOUR POST-WAR HOME!

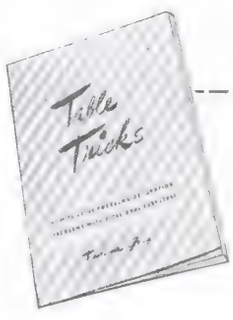
If you've never enjoyed the multi-service of a Weiman Nest of Tables, mark it down as a "must" for your post-war home. For these three-in-one tables work wonders . . . *telescoped* compactly together for service at the end of an upholstered piece . . . *slightly extended* to hold ash trays, accessories, radio, latest "best sellers" . . . *separated* for individual use at corners of the bridge table, to feed buffet guests, for tea in your bedroom. You'll find they soften too severe lines and lend variety to rooms which might otherwise be rather stiff and unfriendly.

Beautiful new designs are now ready for the time when Victory ends our wartime job and we can return to making fine Weiman Occasional Furniture for you.

Weiman

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10¢ The Weiman Company, 2510 Eleventh St., Rockford, Ill. Send "Table Tricks", 28-page illustrated book on how to solve puzzling decorating problems with occasional furniture.

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*Street*_____

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while the Marques del Merito's forebears found treasure in their ancient vineyards

Pizarro's fabulous Inca loot is but a memory—but the vineyards cultivated since 1264 by the Merito family still produce the treasure which has delighted lovers of fine wines for centuries. Today these historically great Sherries and Ports are being shipped to this country by the Marques del Merito. Their superiority, attested by thirty gold medals, is now recognized the world over. Ask for Merito by name.

★ ★ ★

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Imported

SHERRY AND PORT WINES

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK

CONTINUED FROM PRECEDING PAGE

istration. Additional profits to the local government could be expected in the sale of gasoline. When an Airpark is used to capacity that means 495,000 gallons of gasoline a year, each plane averaging 1,100 gallons annually.

HERE'S how this plan would work for you. Let's say you live in a suburb 25 miles from your place of business. It is a suburb of sufficient size to warrant the building of an airpark, located at the most convenient point for all "commuters" in the town. You leave your house at 8:30 instead of 7:45 A.M., walk to the Airpark, get in your plane, land in a downtown Airpark 20 minutes later, park your plane, walk to your office, and are at your desk by 9 A.M.

Three-quarters of an hour more sleep each morning (who doesn't appreciate that?), no problems of crowded roads or of crowded trains, with time schedules you sometimes fail to meet, and you're home that much sooner. On Sunday, you take off from the Airpark, and run up to have dinner with Mother, who once was six hours away by taxi, railroad and taxi. You make the trip in your plane in 100 minutes each way. If Mother lives halfway across the continent, you take the commercial airlines or railroads, of course. If you are going to see a friend in the next town, you might drive your car, although your private plane could do the job. If you have bulky packages to ship, you send them by railway or air express, as usual. If your grocer is five blocks away and it is raining, you take the bus or trolley. None of the already established old faithfuls in transportation lose their uses. Indeed, most of them are able to operate far more efficiently, not being overcrowded and overstrained by excess passengers. And, since not everybody—nor even half of everybody—will purchase private airplanes for many, many decades, you contribute to their well being by having provided in the city where they live a new system of parks, showplaces of the city, where families can gather of a warm summer evening and take visiting relatives and friends from less progressive towns!

What about it, then, you practical postwar planners? Is it worth the federal expenditure of peacetime money equivalent to the cost of 1,000 B-29 bombers? Plus jobs for 1,000,000 men who will be taking off their khaki and blue not

Quicker Heat

BASEMENT RECREA
or Hobby Rooms



This FIREPLAC
Circulates H

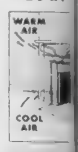
Heats the entire room in s time. Draws the cool air fro floor level, warms it, and lates the warmed air to far co An easy and attractive w solve the difficult heating pr in basement rooms—no uns pipes or ceiling radiators.

Will Not Smoke

Concealed inside the masonr Heatilator is a double-walled stee ing chamber around which any s fireplace is correctly built. It ser a form for the masonry, elimi faults of design that commonly smoking.

Heatilator Fireplaces will be av as soon as building starts. Ask your building material dealer, or write for complete details to

HEATILATOR, INC.
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SIM PLEAT
Your Draperies
in 15 Minutes!

Give your draperies a decorator touch with professional-looking French pleats. Here's how, and it's easy.



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Run drapery rod thru slits



Finger-crease pleats—job's don
See top picture of finished drap

- Easy to sew on, invisible from front
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- Makes drapes hang straight
- Usable on weight mate
- No hooks or rings needed on any rod
- 2, 2½, 3 in widths, 10¢, 19¢ per yard

Ask for CONSO SIM PLEAT T PLEATER at drapery section in or specialty stores or order dire Address Dept. F

CONSOLIDATED TRIMMING CORP.
27 W. 23rd St.
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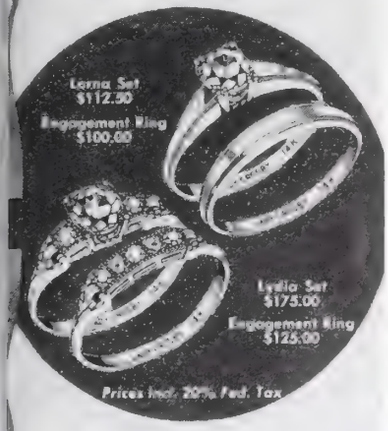
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MATCHED DIAMOND RINGS

The elegance and distinction of Lady Crosby Diamond Rings set them apart as ever-to-be-treasured symbols of those unforgettable moments—her engagement and her marriage. Make your selection from a wide choice of Lady Crosby matched sets—in 14 Karat gold and guaranteed for quality—from $55 to $1000 at leading jewelers.



Lady Crosby Diamond Ring Sets are made by the creators of Crosby Jewelry for men and women.

Write for Booklet and name of nearest dealer

A. COHEN & SONS, CORP., 27 W. 23 St.
New York 10, N.Y.

so very far in the future? If you think so, then here is what you can do about it:

1. Find out what your city is doing about postwar city planning. You will find most cities are making master plans for alteration and improvement, for tearing down old, dilapidated buildings, erecting better homes, creating civic improvements. If your city has not considered Airparks, see that the subject comes up at the next public meeting. Perhaps I can supply some working plans.

2. Write to me for the list of prospective sites for Airparks, tentatively outlined as part of the year's research of the Parks Air College. You may find your city has been surveyed and has plans afoot for an Airpark near your home. You may want to agitate for another one, or a different site, since all the plans to date are tentative.

3. Talk to your local newspaper editor and ask him if he agrees with these thoughts. Enlist his aid. A good newspaper, with an editor who has real civic pride running strong in his blood, will do wonders in making Airparks a reality in your community. Perhaps we can supply him with material, research facts, and other material of interest. If it is a daily newspaper, perhaps the editor will consider the assignment important enough to send a reporter or feature writer to our college for additional facts.

4. Bring the Airparks idea to the attention of your Congressman. When the bill reaches Congress it will need the intelligent and forceful attention of our law-makers or it will wither and die. Newspaper clippings sent along with your letters will help foment interest.

5. Local officials should be acquainted with the possibilities of Airparks and what they will mean to the economic security and development of the community. They should be asked to select sites and to start planning.

6. Local engineers, architects, and landscape artists with imagination have taken to this idea of Airparks in several instances with avid interest. They have, on their own (and logically enough with the hope of future fees when work gets under way), made many practical drawings and proposals of merit.

7. Business and social luncheon clubs should invite persons interested in the Airparks plan to speak before their groups. This often awakens interest in the newspapers and is a good opening shot to start

(*Continued on next page*)

Friend husband wil shout with joy ove this FLINT slicer

Flint's Hollow Ground blade . . . keer slender, balanced . . . makes slicin meat almost as much fun as eating

FLINT HAM SLICER perfectly shaped to cut around the bone and get every bit of precious meat. Wonderful for leg of lamb, roll roasts. Hollow ground 9½-inch blade.



You'll be thrilled with each o the six styles of FLINT Hollo Ground Cutlery. There's a corre blade for every cutting need- and they're all skillfully hollo ground to long-lasting keenness. set in choice imported hardwoo handles, shaped and balance to feel just right in the han You can get them NOW leading stores, thou quantities are limite

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CHICAGO
Geneva Forge, Inc (Subsidiary) Geneva, N. Y.

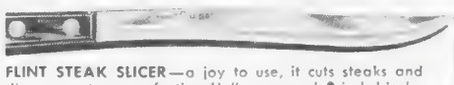
EKCO



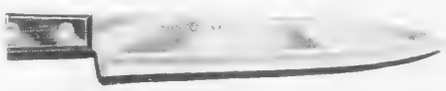
FLINT PARING KNIFE—This little knife pares paper-thin without tiring your hands. Hollow ground 3-inch blade.



FLINT UTILITY KNIFE—the in-between size for trimming meats and all close carving tasks. Hollow ground 5-inch blade.



FLINT STEAK SLICER—a joy to use, it cuts steaks and dinner meats so perfectly. Hollow ground 8-inch blade.



FLINT FRENCH COOK'S KNIFE—just the right shape for mincing and cutting vegetables for salads. Hollow ground 8-inch blade.



FLINT ROAST SLICER—cuts dinner meats into firm, even slices with least effort. Hollow ground 9-inch blade.

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THE PERFECT GIFT FOR THE MAN IN YOUR LIFE!

If he likes everything "just so" when he's host, set befo him this handsome bleached mahogany Flint Host Table Se Contains roast slicer, ham slicer, utility knife, each snug in its ov edge-protecting socket. Hollow ground blades of chrome van dium cutlery steel, set in handles of genuine Macassar ebon

such a campaign in high gear.

Here are some final and conclusive thoughts for you to consider. An Airparks project will employ more than a million men at war's end. Airparks will be the solid foundation of a great new industry in personal transportation. Airparks will assure a perpetual backlog of aeronautical knowledge and skill of first importance in national defense. Airparks will endow wartime aircraft manufacturing facilities with permanent usefulness.

REMEMBER this, too, please: An Airpark is a landing area for the private flier. Through location and design it contributes to the satisfaction of his needs and to his convenience. The new name, "Airpark," is a constant reminder that the landing area should be and can be a place of beauty—in reality, a park. Through good planning, including landscaping, it can add to surrounding real estate values.

The location of the Airpark is of prime importance. It should not be adjacent to, but rather a part of residential areas and business districts. It should enable the flier to set down *at* his destination, thereby giving his airplane real utility value, making it, in fact, a flexible means of personal transportation as soon as war ends.

How Long Does it Take to Learn to Fly?

Oliver Parks' year-long experiments with a single-motored, 65 horsepowered, lightweight monoplane, seating two, the type of plane he declares feasible for family use *right now*, involved more than 100 men and women. Here's how long it took them to learn according to age.



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Men who respond to the superb craftsmanship of a Patek Philippe timepiece, the impeccable cut of a Burberry topcoat instinctively choose King's Men toiletries. Colognes and shaving requisites that breathe the tradition of treasured British imports in their fresh, virile scents. Handsomely presented in flagons of gleaming 23 karat gold enamel.



colognes, talcum, shaving bowl, lotion, $5 each, plus tax
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at exclusive shops and department stores all across America

Windsor House, Ltd. LOS ANGELES

EXCELLO KITCHEN TOWELS



How you've wished for dish towels that were "soft enough"—yes, and *really* absorbent. Then "weep no more, my lady" they're here—EXCELLO! As soft as a jersey glove, they fairly *drink* up moisture at every stroke. And how they make your fine dishes and glassware sparkle.

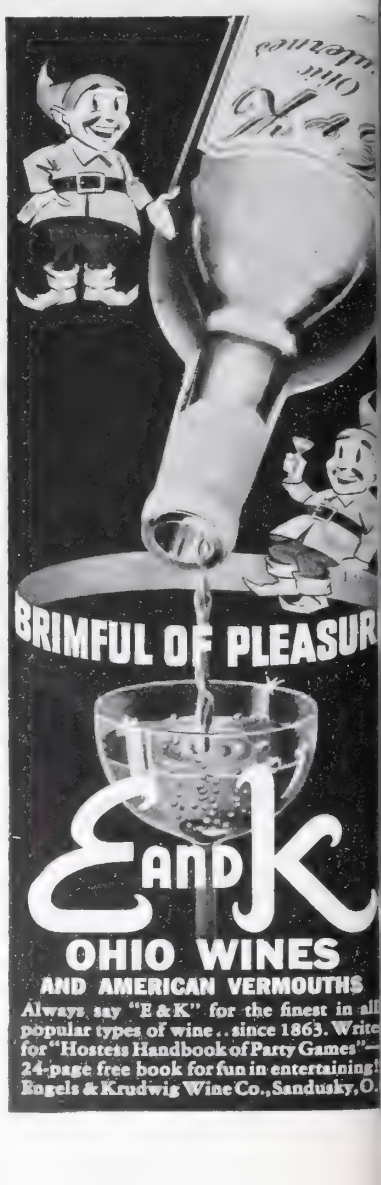
Sold by House Furnishings Depts. of *The May Co.*, Baltimore & Cleveland; *Scruggs-Vandervoort-Barney, Inc.*, St. Louis; *John Wanamaker*, Philadelphia & New York—and finest Dept. Stores everywhere.

EXCELLO Laundry-Fresh KITCHEN TOWELS



Beautifully hand-engraved by meticulous craftsmen, this sparkling mirror will lend a delightful air of spaciousness and of cheer to your home . . . Although principally engaged in making precision optical parts for the Army and Navy, we are still supplying our dealers with fine Donnelly-Kelley mirrors. Write for free brochure and name of nearest dealer . . Be sure to buy war bonds.

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Holland, Michigan



OHIO WINES
AND AMERICAN VERMOUTHS

Always say "E & K" for the finest in all popular types of wine . . since 1863. Write for "Hostess Handbook of Party Games"—24-page free book for fun in entertaining! Engels & Krudwig Wine Co., Sandusky, O.



Old Angus Brand, Blended Scotch Whisky, 86 Proof
National Distillers Products Corporation, New York

(N. B.—It took women on the average a few minutes more than men, he says.)

20 to 25 years	4 hours, 18 minutes
25 to 30 years	4 hours, 44 minutes
30 to 35 years	4 hours, 58 minutes
35 to 40 years	4 hours, 19 minutes
40 to 50 years	5 hours, 3 minutes
50 to 60 years	6 hours, 30 minutes

Number of Airparks Proposed for Each State in Bill to be Introduced in Congress

States	No. of Airparks	Amount of Money
Alabama	132	$33,000,000
Arizona	22	5,500,000
Arkansas	89	22,250,000
California	330	82,500,000
Colorado	50	12,500,000
Connecticut	81	20,250,000
Delaware	12	3,000,000
District of Columbia	37	9,250,000
Florida	89	22,250,000
Georgia	140	35,000,000
Idaho	21	5,250,000
Illinois	366	91,500,000
Indiana	160	40,000,000
Iowa	112	28,000,000
Kansas	79	19,750,000
Kentucky	126	31,500,000
Louisiana	111	27,750,000
Maine	37	9,250,000
Maryland	87	21,750,000
Massachusetts	196	49,000,000
Michigan	254	63,500,000
Minnesota	123	30,750,000
Mississippi	97	24,250,000
Missouri	171	42,750,000
Montana	24	6,000,000
Nebraska	57	14,250,000
Nevada	5	1,250,000
New Hampshire	21	5,250,000
New Jersey	194	48,500,000
New Mexico	23	5,750,000
New York	592	148,000,000
North Carolina	159	39,750,000
North Dakota	27	6,750,000
Ohio	318	79,500,000
Oklahoma	99	24,750,000
Oregon	48	12,000,000
Pennsylvania	447	111,750,000
Rhode Island	33	8,250,000
South Carolina	87	21,750,000
South Dakota	27	6,750,000
Tennessee	134	33,500,000
Texas	296	74,000,000
Utah	25	6,250,000
Vermont	15	3,750,000
Virginia	128	32,000,000
Washington	80	20,000,000
West Virginia	85	21,250,000
Wisconsin	144	36,000,000
Wyoming	10	2,500,000

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LOVELY FURNITURE

Enhance and preserve the natural beauty of your precious furniture with VERNAX—the greaseless wonder cream which collectors and antique dealers use on museum pieces.

Order the economical large bottle (16 oz.) only $1.00 at your department store or dealer—or send 10c for sample bottle to

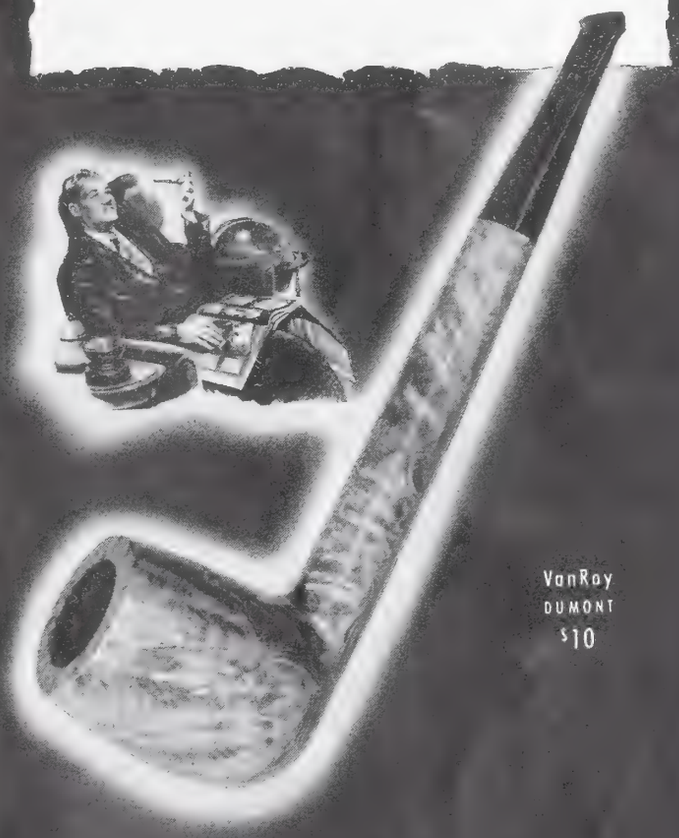
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• Vernax
THE BEAUTY CREAM FOR FURNITURE

Signet of Quality in Pipes

VanRoy



VanRoy
DUMONT
$10

Men treasure the VanRoy pipe for the trail of memories it leaves — and for its unfailing promise of new pleasures to come. Give him the justly proud satisfaction of owning a VanRoy — the pipe that proclaims the exacting smoker.

VanRoy Pipe Family—ARISTA 3.50 • BARD 5.00
COURIER 7.50 • DUMONT 10.00

VAN ROY COMPANY, INC., EMPIRE STATE BUILDING, NEW YORK 1

RENAULT

American Champagne

Pride of the Renault cellars is a bottle-fermented American champagne known as Renault Brut Private Cuvée. Based on a formula that made Louis Nicholas Renault popular with the court of Louis Fourteenth, of France, it is produced by vintners who have been fermenting champagne in America for three-quarters of a century. . . . Write for a free copy of our 24-page Wine Recipe Book. Address Dept. 39, L. N. Renault & Sons, Inc., Egg Harbor City, New Jersey. Distributed through McKesson & Robbins, Inc., New York.

BUY WAR BONDS



Enjoy Renault — the Wine without Guilt

PANTRY SHELF NEWS

Keep your eyes open in the food field and it won't be long before you encounter a newsworthy subject

By Florence Paine

Lots of good things come out of California, and not the least of them is a line of herbs and spices as complete and genuinely good as any we know. The Spice Island Co. is the maker and they cure their own products. Curing is very vital, since proper curing means that the oils are retained longer, and the herbs stay fresher on your shelves.



If you've never had a salad dressing made with their "Beau Monde" seasoning, you have something to anticipate. A whiff of it suggests celery among other things, so use it wherever celery salt would go: in soups, vegetable juice cocktails, sprinkled over salads. The makers have a delicious recipe for a paté which is made by blending cream cheese with the Beau Monde seasoning and several other herbs. A 3¼-oz. jar costs about 61¢. All the spices come in screw-top jars, a help in maintaining their freshness. The Spice Islands Co., 70 Pine St., San Francisco, has a wealth of unusual ways for using spices, herbs, and seeds, and will send you a list of their complete line. B. Altman & Co., New York, carries the Beau Monde seasoning.

Variety in desserts is the big headache in meal-planning, especially for those to whom keeping house is only half of their job. They need desserts which can be whipped up while they're preparing dinner. Such an answer is a quick, light cake which you can serve plain, frosted, or with a sauce. Cramer Products has just added two delicious cake mixes to their line: a vanilla and chocolate-flavored cake mix. We liked the chocolate better. We iced ours with an orange frosting and three people made twelve cup cakes vanish just like that! Ask for Joy mixes. At Farm and Garden Shop, 30 Rockefeller Plaza, New York, 25¢ each.

ONLY A *Genuine* SILEX CAN MAKE SILEX COFFEE



SALLY SILEX says...

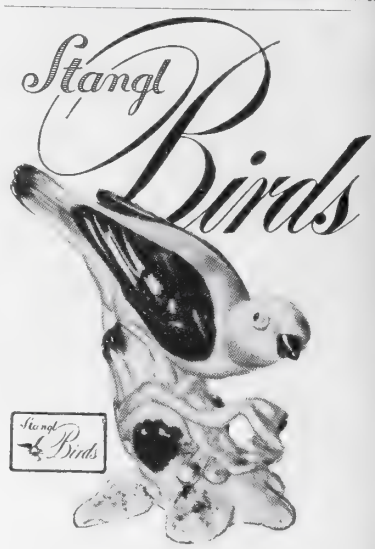
MAKE THE LIGHT TEST

Good coffee is clear coffee. Only SILEX has the patented FLAVOR-GUARD filter.

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58 *full-color pottery creations of authentic Audubon and other prints, exquisitely modeled and hand-painted.*

CHOOSE from this magnificent array of realistic bird-life masterpieces, that *different* and distinguished gift . . . or delight yourself with one or more of these charming room adornments. Each bird is a perfect achievement of artists and craftsmen who have definitely succeeded in capturing the true, inspiring grace and majestic colorings of winged beauty. Famous, lifelike Stangl Birds are pictured in full color and completely described in our new Bird Booklet. Send for a copy today. *For your protection each Stangl Bird bears the name "STANGL" on the bottom.*

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Trenton 4 EST. 1805 New Jersey

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Please send handsome booklet illustrating complete collection of 58 Stangl Birds in full color. 10¢ enclosed for mailing cost.

HB-44

NAME.....

ADDRESS.....

FIGHT DROUGHTS WITH HUMUS

hat's a prime lesson this season has taught. Now the time to remedy matters—and to do a dozen her fall clean-up jobs in the vegetable patch

By David W. Bailey

HESE lines are typed, in -September, one of the most nt of those droughts which cally discourage New Eng- rmers is dragging toward e hope will be its end in the nal rains. At the moment gardens in our neck of the look something less than us. Cabbages are neither so nor so big as they should September. Fall spinach allow and "run out." Late vines have died prema- and the fruits in the squash re much smaller and harder e ones which decorated the en's catalogues last spring. haps these melancholy thoughts will serve to underline a maxim for November gardeners: Now is a good time to add humus to your garden soil. You can do it in various ways, the most effective and direct of which is to spread a liberal layer of cow or horse manure over the garden and plow or spade it under before the ground freezes. If such manure is unobtainable or too expensive, and if you have been keeping a well-managed compost pile for a year or more, you may substitute compost instead. If neither compost nor manure is at hand, it is to be hoped that you at least scattered winter rye or domestic rye grass seed

(*Continued on next page*)

verton Original



In photo frames by Overton, originality of design is matched by a meticulous attention to quality, resulting in artistic creations of true distinction. Their choice woods, individually carved and hand finished, are the perfect complement for that prized portrait. Look for the name — Overton — at the better stores and studios.

S. E. OVERTON COMPANY
SOUTH HAVEN, MICHIGAN
Creators of Overton Bentwood Trays and other Fine Accessories

VERTON RIGINAL

One thing you can do to improve your house now!

End these nuisances . . .



Removing and storing screens



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Putting up storm windows

. . . with Rusco Triple-Service Windows

RUSCO All-Weather, Triple-Service Windows give you all the advantages of storm sash, screen and weather-stripping *in one unit*—permanently installed for convenient, economical window protection. And, because the government recommends storm sash as an *essential improvement* for fuel conservation, Rusco Windows are one major improvement in comfort, health and safety you can make in your house NOW! "Nothing like it on the market."

Rusco's Patented Design Gives You These Important Features

Perfect weather sealing with patented all-metal adjustable closure frame.

- ★ Easy to change. Just 30 seconds from summer comfort to winter protection, *all from inside.*
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- ★ Pay for themselves. Substantial savings on fuel costs, repairs and handling.
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- ★ Up to 30% fuel savings. Many owners save up to ⅓ of their annual fuel bill.
- ★ Service Warranty. Highest quality materials and workmanship assure long life.
- ★ Positive sill drainage with exclusive seep hole construction eliminates sill decay damage from water accumulation.

RUSCO

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All-Weather, Triple-Service Windows

No Down Payment. Can be F. H. A. Financed for as low as $6.50 a month

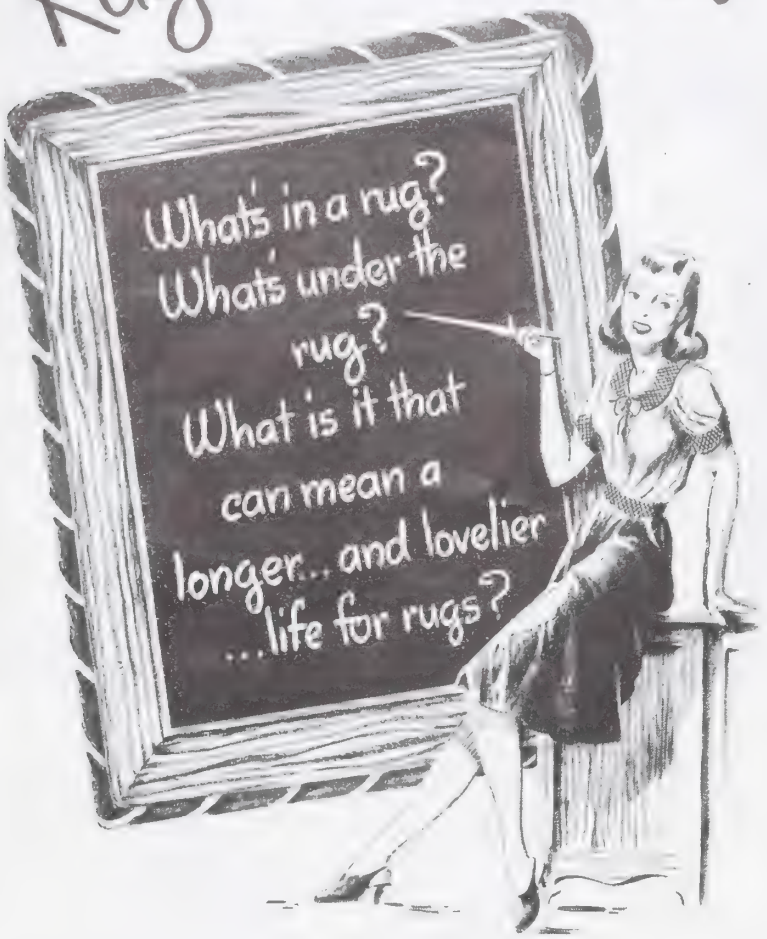
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For free descriptive booklet and name of nearest distributor, write to the **F. C. Russell Co., 1836-H Euclid Ave., Cleveland, Ohio**



"Just 30 seconds from screen to storm sash."

Rug Rudiments!



LET'S pick a rug up, and see how it's constructed, what makes it work.

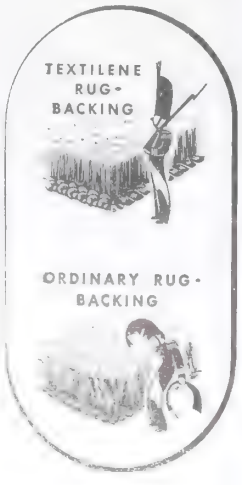
First, we see the *rug-pile*, the fine yarns that are the top-surface of your rug. That's what everyone sees when walking into a room.

Then, let's pick the rug up and look underneath. We see a heavy basic material that holds the rug-pile —the "foundation-garment" which is the *backbone* of your rug.

There is a new foundation for rug-backings—TEXTILENE, a cellulose-fibred weaving-yarn being used by leading rug and carpet manufacturers. TEXTILENE is a sturdy, All-American product that holds the rug-pile straight and true. It gives a firmer foundation for rugs. It gives long wear and lasting beauty . . . and it holds its stout body through repeated washings.

Textilene

REG. U. S. PAT. OFF.



E. W. TWITCHELL, INC.
Third and Somerset Streets
PHILADELPHIA 33, PA.

Textilene LOOK FOR THIS BACKING ON YOUR RUGS AND CARPETS



THE MAN BEHIND THE HOE

CONTINUED FROM PRECEDING PAGE

among your fall crops at the last cultivation, so that you will have a good blanket of greenery to turn under in the spring and thus replenish the vegetable matter in your soil.

And why, you ask, does humus have anything to do with an autumn drought? Well, for one thing a soil rich in decayed vegetable matter holds more moisture and holds it longer than a soil which contains excess clay or sand. And for another, paradoxically enough, such rich loam becomes friable in the spring much earlier than a heavier soil, and thus offers a longer season for healthy growth, during which the stored moisture from spring rains is available.

Given sufficient moisture and a soil containing ample humus, most northern gardens may still offer a number of vegetables up to early November. Cauliflower will stand repeated mild frosts; bages a sharp frost; while B sprouts succumb only to a hard freeze of several nights' tion. Late broccoli is almo tough as cabbage. In cool ties it stops growing in autumn, but it will remain for several weeks afterwar states where a milder climat vails, broccoli may be wintere as it is in Great Britain. C cabbage is about as hardy as flower. Parsnips are practica destructible—and far sweeter smart foretaste of winter. J lem artichokes are really no until long, cold nights and days lend them savor. Then will supply you with the ma of a hot milk stew that migh form the central feature of a lowe'en dinner.

Books on gardening s fertilization with "well r manure. This implies manu least several months old, has been stacked with an quate supply of straw, hay, wood shavings, or other bedding material, which has kept covered to prevent the ing out of essential elements which has been frequently t over in order to avoid overhe

(*Continued on page* 17





Great Grandmother's daughter... Great Grandmother's Sterling

Many a little American girl . . . bride of the nineteen-sixties . . . will inherit her most precious treasure in Gorham Sterling that has been in daily use for five generations.

And lovelier than ever, with the delicate patina that comes only from being handled and loved long. That is what you buy when you buy Sterling . . . silver all the way through.

Gorham, America's leading silversmiths since 1831, has millions of dollars' worth of Gorham Sterling on the tables of the finest homes in America. Some of its patterns have been in constant favor for over fifty years. Yet Gorham Sterling costs less than you fancy. Six-piece place-settings average around $23, including 20% Federal tax . . . luncheon knife and fork, teaspoon, cream soup spoon, salad fork, butter spreader. Ask your jeweler. He will tell you, "You can't do better than Gorham."

GORHAM *Sterling*

PROVIDENCE 7, RHODE ISLAND

America's Leading Silversmiths Since 1831

©1944

Left to right: KING EDWARD, LYRIC, ENGLISH GADROON, GREENBRIER, CHANTILLY, FAIRFAX, CAMELLIA



YES. Now that wool has been released for civilian use, you can shop for real *quality* again! Of course, you shouldn't buy new blankets if your present ones are serviceable; buy *extra* War Bonds instead. But if you *really* need new blankets, buy Chathams—they launder beautifully and last for years.

How can I be sure I'm getting good value?

Look for the famous Informative Label on every Chatham Blanket. It gives all the facts about size, weight, construction, durability, colorfastness, shrinkage—facts you need to *compare* values. Sometimes a lower-priced Chatham Blanket will suit your requirements as well as a more luxurious one. The Informative Label helps you to decide.

Can I get a Chatham Blanket at the price I can afford?

Yes, you can. From luxurious all-wools to thrifty, serviceable blends, there's a Chatham Blanket within your budget—and it's the finest blanket to be had at its price. See Chatham's Sutton, Marley, Woolwich, Lamsdown, from about $6* to $16*. Four pretty colors: Rose, Blue, Green, Cedar, with matching bindings of rayon satin.

**Prices slightly higher in the West*

BE SURE—look for the Chatham Informative Label!



BUY MORE BONDS THAN BEFORE

Chatham Blankets

"THE AMERICAN STANDARD FOR BEDTIME COMFORT"

Chatham Mfg. Co., Elkin, N. C.

DRAWING BY JOHN L. FERG



Never tell your wife

Says this old husband to all new ones, "Don't brag about your engineering talents or you'll never get a day off."

By S. S. Pheiffer

WHEN the heads of governments sit down to make over the world for a lasting peace, I'd like to be there with a couple of home-made suggestions.

As a beginning to this post-war crusade I am now rallying all embryo engineers, all bridegrooms-to-be and all the armed forces in their fox holes. My peace ple them is to start or to resume t married lives with a solo husb to-wife talk about the field of mestic engineering." For exam I point out that my own marr would have been completely ha except for one painful threa experience through the years.



l course is best symbolized
downcome of my engineering
diploma from a place of
in our living room to obscur-
our trash can yesterday
ng.

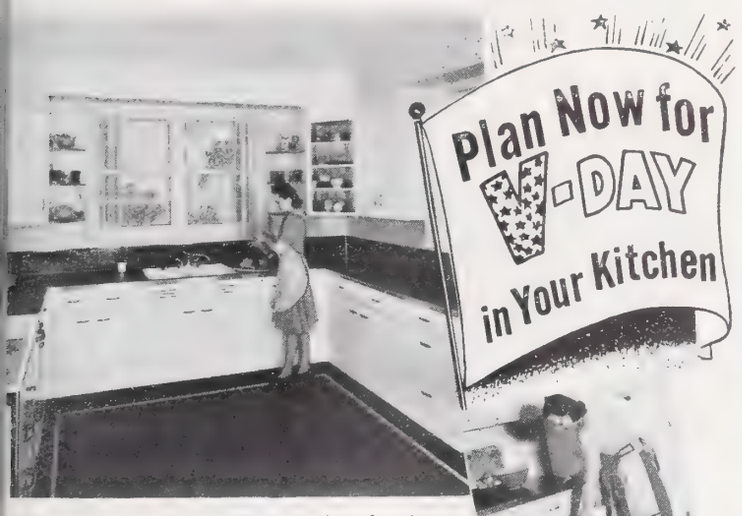
his little confession is by way
ng the last rites over the
y that I once *boasted* to my
a of being a graduate en-
. And, men, the moral is—
tell your wife that you can
screw driver or that you
tand stresses and strains,
in connection with budgets
irdles.

loubtedly, domestic engineer-
the most widespread avoca-
n the United States. It is a
and a delusion of feminine
ganda. It is insidious in onset,
g its soft but clinging tenta-
bout the leisure hours you
for golf or fishing. It is the
end occupational disease of
can husbands, breaking out
turday afternoons with a rash
se to "take a look at" some-
and fading away when you
for the train on Monday
ng.

neva gives such handyman tac-
he high-sounding title of do-
c engineering; for my part, it
d be termed domestic inter-
g. This virus seems to infect all women, no matter what their husbands' professions. Doctors tell me that their spouses say, "If you can mend broken bones, why can't you fix a broken plate?" Lawyers say that their wives speak slurringly about "using your logic to make the garage doors shut or the stairs stop squeaking." And can't you imagine what a wife will demand of a husband who has written of the numerous, large fox holes he has dug? Such a man will hereafter be expected to rearrange the face of his property with fish ponds, swimming pools, and sunken gardens whenever she is reminded of his ability by the sound of an airplane!

MY OWN deplorable state of becoming Mr. Fixit started through Geneva's complete inability to understand how *limited* is the field of engineering. To her mind an engineer is a man who is taught to make, repair, and operate everything movable and immovable. She thinks that building bridges, operating a furnace, driving a train, repairing Junior's coaster, and hanging pictures were part of my engineering course at college A pretty large order, eh? But it grew from such a simple beginning! Why, I became tied to a career of

(*Continued on next page*)



r the past two years, while our plant has been day and night turning out ammunition and ng craft equipment for Uncle Sam, designers engineers have been equally busy improving harles Custom Built Steel Kitchens. Experts worked out new kitchen arrangements and eniences, special purpose units, improvements nstruction, a new finish of extra luster and life. Your St. Charles Kitchen, after "V-Day," be finer, more convenient, more beautiful ever.

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St. Charles Steel Kitchen will give you all these advantages:— strength and rigidity, smooth, easy-to-clean surfaces, non-ng doors and drawers—and it will be made to your order, ed for *your home.* Its continuous, sanitary work surfaces e built to the contour of the room. It will give finger-tip ol of your kitchen work—will lighten labor and save steps as s sparkle with smartness and beauty.

Our Free Illustrated Book—Be among the first to have a St. es Kitchen. Let us help you plan it now. Send today for this 16-pag ***free book*** showing St. Charles Kitchens and acces-sories, also details of our planning service.

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t. Charles CUSTOM BUILT Steel Kitchens

How to
Please a Young Lady

Give her a room that's like herself—gay and sweet and fresh! As a starting point, choose a Cabin Crafts Needletufted Bedspread in pastels and white. The wallpaper, rugs, lamps and other accessories can be readily matched or blended with authentic Needletuft colors. Besides being charming to look at and easy to keep, Needletufted Bedspreads are a good influence on youthful taste and judgment, for they're made with fine individual craft work and exquisite materials.

The better stores in your city have a selection of Needletufted Bedspreads for every type of room. The variety of patterns is limited, due to the fact that we are still largely engaged in war work, but there has never been any lowering of needletuft quality. Cabin Crafts, Dalton, Georgia.



Cabin Crafts *Needletufted* Bedspreads

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For the warrior today...
For the music lover
tomorrow...
Extraordinary
Performance

Occasionally, from the far-flung battlefronts, news comes back about the extraordinary performance of radio devices used by our forces. Remember, when you read such reports, that Freed-Eisemann facilities have for two years been devoted to producing this type of equipment.

"Extraordinary Performance" is not new to Freed-Eisemann. The great radio-phonograph we were producing before the war testifies to that.

After the war, we will produce a new Freed-Eisemann which will *surpass* its pre-war predecessor—both in magnificence and purity of musical tone, and in artistry of cabinet design. You will enjoy the *finest* in FM, standard radio and recorded music. In addition, you will enjoy your new Freed-Eisemann as an authentic period piece that will add to the beauty and decor of your home.

ONE OF THE WORLD'S GREAT
RADIO-PHONOGRAPHS

Freed-Eisemann



Freed Radio Corporation, New York, N. Y. BUY MORE WAR BONDS!

CONTINUED FROM PRECEDING PAGE

domestic engineering by connecting the toaster when Geneva prepared our first breakfast!

So my peace plan is to resist firmly the urge to mend anything in your home. Don't let an appealing, helpless look throw you. Don't fall for the line that "You do it so well." Remember that a woman can repair almost anything—given time and a hairpin.

To show what I mean, an early pitfall occurred when Junior made his arrival. It came about because, apparently, Geneva thinks that safety pins work on some obscure engineering principle. I was so proud to have a son named for me and to have my wife redeemed from the hospital's mortgage that I tried to help in every way. Junior was home only a few minutes before this hazard dampened my enthusiasm. Geneva looked pale and weak from the ordeal of riding home, so I offered to make the necessary change. I took out a fresh diaper, ascertained that it was warm and folded it into a neat, three-cornered design. Then I approached the bassinette. The doctor had said that Junior was well constructed and I hoped he was right. I put my hand around his feet and wondered if I could move him without dislocat any bones or puncturing his fl

"Just unpin his diaper, lift feet and pin the new diaper place," Geneva called from her b

Believe it or not safety pins distinguish between masculine feminine hands, preferring to the former. My large, awkw fingers tried to fit protectively tween the pin and Junior's squirming body. His hands w tight fists. His face was a study displeasure.

"Quiet, son," I said beseeching That was his go-ahead. Immedia ly he doubled his noise.

I BIT my lip as I bent low concentrated effort. Junior's fl flailing the air didn't help matte Was he muscular! "Oh, damn!" muttered when the safety pin fi drew blood.

"Sam," Geneva said in an grieved tone, "don't speak that w in front of the baby. Psychologi say they absorb impressions fr the minute they are born. Beside safety pins should be simple for engineer!"

The next pricks were punctuat with silent damns. Then I pick up the triangular arrangement fro the radiator.

(*Continued on page* 158)

Seal Windows and Doors—
Cut Heat Losses



KALK-KORD
Seals Cracks Quickly, Easily, Without Tools!

Kalk-Kord, the original non-hardening caulking compound in soft rope-like form, enables you to seal window and door frames against cold and dirt, fills cracks in wood or plaster anywhere, inside and out.

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Authentic . . . Faithfully interpreting the spirit of a happier era to which we now nostalgically revert . . . these glorious creations in "Sterling by Whiting" have found high favor with hostesses of discrimination and discernment. Developed in solid silver, as are all masterpieces by Whiting craftsmen, these superb examples of the silversmith's art are as distinguished in conception as in execution. We shall be flattered to mail to you, on request, booklets illustrating and describing these patterns and the name of the nearest jeweler displaying them.

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CORDIALS

THESE war-rationed days especially, Americans are discovering a treat known to Europeans for many, many years...famous de Kuyper Cordials. A de Kuyper Blackberry Cordial after dinner, for example, adds an inexpensive touch of luxury to any menu. And with twelve de Kuyper varieties to choose from, *any* guest's preference can be indulged. What's more, many a host today is learning to his delight that really delicious *mixed drinks* and *cocktails* can be made with these liqueurs.* For the past ten years, de Kuyper Cordials have been made in America by Dutch experts, *identically* as they were in Holland for centuries.

ANNO 1695

WHEN YOU THINK OF CORDIALS
THINK OF de Kuyper



* *Send for free recipe booklet*

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NEVER TELL YOUR WIFE

CONTINUED FROM PAGE 156

"Oh, Sam, you are so old-fashioned," she cried out. "Diapers are folded square now."

"When I was young—" I sputtered.

"Here, let me," Geneva said. Like a magician she unfurled my precise pattern and quickly produced a perfect rectangle. "There, there!" she clucked to Junior while she pinned it on *without a single jab* to him or herself.

(There may have been no connection but about this time my diploma was moved from the living room to the dark corner of the dining room.)

MANY such crises arose while Junior and little Susie were growing up. To mention another low light and shadow—something that might happen to any man—I'll tell you the alarm clock incident. It was just an ordinary dollar clock, the common denominator of waking up men for work and children for school. Geneva would set it for seven o'clock just before she turned off the light over her bed. I used to lie back and roar at the way she wound it. Her fingers moved rapidly, as if she were playing piano. She pulled and manipu every protubrance at the bac the poor clock. And some wound twice.

"Listen, dear," I remonstr "You don't have to go through lengthy ceremony every night. figure out which things make it and wind those—once."

"I'm not interested in *ho* works," she explained. "All I is results. And you'll have to mit that the clock always ring me."

I sniffed. "It's afraid not after your punishment!"

That was the wrong thing to because she burst out with, "O Edison, the job is yours from on!"

Well, the next night I took the clock. It was really a sir mechanism.

But I woke up to bedlam. Ju was shaking me. "Dad, didn't alarm go off? It's a quarte eight!"

Hamlet had his mad scene a had mine right then. A traffic developed at the door to our bath. I dressed without mal



For 140 years Pearce Blankets have been known and prized by the brides of America. Down through the years changes have been made. Styling has kept pace with the times, better bindings have been introduced. Deeper napping has resulted in greater thickness and softness without added weight. But basically Pearce Blankets are still the same pure all-wool quality today as when they first graced the gift lists of brides of yesteryears. Your favorite store may now have a few lovely Pearce Blankets. Later after war requirements have been taken care of, the supply will be more plentiful.

$9.95 to $17.95

Folder and Sample Swatch upon request

AMERICA'S OLDEST BLANKET MILL

PEARCE MANUFACTURING CO., LATROBE, PA.

y button do its duty. Junior Susie were blurs before my , trying to bathe, dress, eat, be off in fifteen minutes.

eneva limited herself to one ence as I winged out the door the eight-fifteen. "But, darling, are an engineer!"

hat night I was still supposed ind the clock. It was my baby n then on. I didn't sleep very h. Several times I crept over to if it was still breathing—I n ticking.

fter several wakeful nights I alled a rooster and several s in a coop in the back yard. pe Geneva thinks I did it be- se of the eggs they produce.

I trust there was no insinuation, my diploma was transferred to kitchen, right above the gar- e can.)

hough an engineer may be out honor in his own home, he esses great qualities over the ge table. If any neighbor blows a fuse, has a leaky faucet or lectric clock with an asthmatic , I am called in as repair man. girls talk it over at afternoon ge games and Geneva, I gather, that I will be glad to make irs. In the most casual way we invited out to an evening of ge. And the hostess asks, as if it had just occurred to her: "Sam, will you take a look at this?"

It makes a man wonder if he should wear overalls when he goes out in the evening.

BUT since Geneva went to work at the defense plant across town any kind of bridge game is unusual for us. Our week-ends are one long housequake of scrubbing with the result that the mingled hospital and floor wax smell are more apparent than my pipe. Yet none of our cleaning orgies shook us to the roots like yesterday's tornado when Geneva decided to redecorate the playroom. She started off by wanting to hang my engineering diploma down there. Oh well, I thought, it can't go any lower than the basement and it might find a permanent home.

Geneva assumed the pose of a thinker. "Hold it a little to the left, Sam. Um . . . now an inch higher."

I froze into a new position on my orange crate. Long ago I learned the correct technique of hanging pictures. So I withdrew my head deep into my shoulders, like a turtle on the defensive, for her to get the effect, unobstructed.

(*Continued on next page*)



A Quaker Lace dinner cloth lends a festive air to the simplest meals. And, despite the delicacy of design . . . the look of luxury . . a Quaker Cloth is the most practical table covering you can use, for it is soil-resistant . . spots are easily sponged off.

When it does require complete laundering, no special care is necessary. It may be washed either by hand or in a washing machine. *U S Pat No 130,175

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With pleasures fewer, "keen-up" your smoking! . . *Add new zest, creamy richness, with smooth, distinguished MARLBOROS. Blended of superbly pleasurable tobaccos.* ***Yet merely a penny or two more!***



For Him or Her { PLAIN ENDS / IVORY TIPS

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Cigarette of successful men, and lovely women



Distilled in the mountains, high above the blue Caribbean, Ron Merito possesses a rare flavor, distinctive fragrance and delicate smoothness not found in any other rum. Tonight—enjoy this taste sensation from tropical Puerto Rico. Try it in your favorite rum drink, or, if you want a pleasant surprise, use it in a manhattan, old-fashioned, sour or fizz. You'll be amazed—and delighted!



Ron
MERITO
THE PUERTO RICAN MOUNTAIN RUM

Available Gold & White Label. 86 Proof. Write for recipe booklet. National Distillers Prod. Corp., Dept. B13, P. O. Box 12, Wall St. Sta., N.Y.

CONTINUED FROM PRECEDING PAGE

"How's that?" I asked hopefully.

"I hear the phone. Don't move."

Geneva knows her inches and fractions as if she had invented the system for the Bureau of Standards. She would know intuitively if I shifted the weight of my thoughts. So I froze into immobility.

"Darling," she called downstairs, "I'm taking down a new cake recipe; don't budge!"

I have often wondered how and why Indian fakirs could stay in curious positions for hours. Now I know. They learned the art by re-hanging pictures.

"Darling," she said sweetly upon returning, "I'm sorry."

"Is this place right?" I asked without preamble.

"I'd say half an inch lower would be perfect."

"Quick, the hammer and nail!" I barked. But the nail would not hold the weight of the picture. "Sorry," I said with a shudder. "We'll have to shift the location until we strike a stud."

"Try half an inch higher."

"You'll have to find a place to one side, sweet. These studs go straight up—like taxes."

Geneva gave me a third degree look. "Don't be technical! I'm ing to take six weeks off this mer to study engineering!"

"Sweetheart, I am a *chem* engineer! I wasn't taught to b bridges, construct retaining w fix light plugs, change diapers unstop a sink, as you seem to th all engineers learn in college!"

"Watch out!" she screar "You've lost the place!"

I reached wildly for the v grabbed a shelf of bric-a-b and went down with everything top of me. The diploma smeared over the floor in a fi dust-to-dust way. Its ashes had gashes in part of my anatomy. the frame hung around my n like a horse collar.

"Oh, Sam," she wailed. "H can you do such things when are an engineer?"

I CLOSED my eyes, wishing I never gone to college. And t for the first time in my life thought of a retort at the sc instead of three days later. It a moment of undiluted triumph.

I looked her straight in the and said, "How can you say st things when you are a riveter

When I went outside to put pieces of my diploma in the tr can, Geneva's mouth was still op

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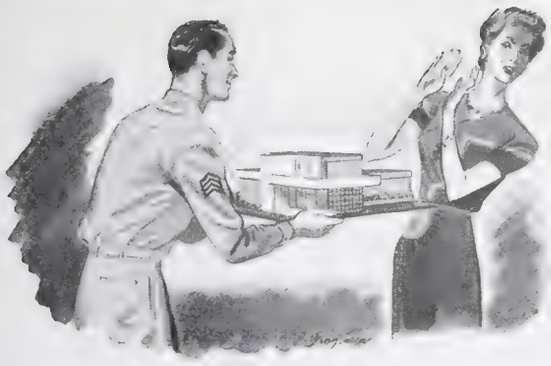
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A LADY BEGS TO DIFFER

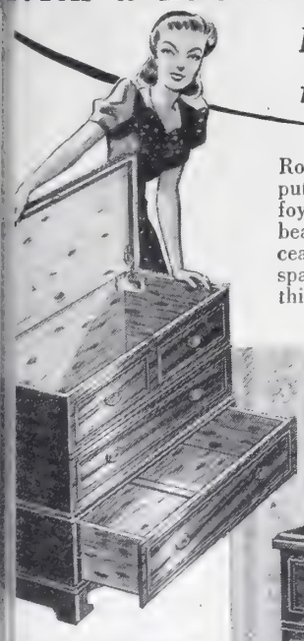
She takes issue with service men's plans, for streamlined, functional postwar houses as revealed in the August House Beautiful,

House Beautiful:
ll, I never! I tremble with
y and horror; in fact I tot-
the brink of a nervous break-
—all because of the letters
the GI Joes in your August
er.
course, it's all my own fault
certainly proclaimed clearly
h on your cover that the issue
about men, for men, and by men." I ought, of course, to have passed you over immediately to my husband and dismissed you from my mind, but you know how it was with Eve and that apple. Anyhow, I read it.

It was obvious at once that none of your GI Joes were married. No man who has ever lived with a woman for any length of time,

(*Continued on next page*)

With a ROOS LO-BOY
I get TWO *things my home* NEEDED "



Roos LO-BOY is the newest Cedar Chest idea—puts idle wall space to work in living rooms, foyers, halls, bedrooms, etc. Gives you both the beauty of a finely crafted cabinet, and the concealed utility of generous moth-proof storage space. Available now in many stores—or save this ad as a post-war reminder.

Ed Roos Co., Forest Park, Ill.



moth-proof storage
an average 48" cedar
of ¾" thick aromatic
r (moth-proof). Low-
n is deep drawer.
ed: 18th Century Style
ahogany exte-
o. 5917)
x 19" and 30"
s MOTH IN-
E



This standard Crawford Door fits pleasantly into many architectural types and combines good appearance with easy operation and dependability. Engineered for full width two-car opening.



PLANNING TO BUILD A NEW GARAGE OR REPLACE OLD SWINGING DOORS?

Your garage door is the biggest piece of moving equipment around your home, yet, it can operate as easily and dependably as your front door. Your garage door is also one of the most conspicuous features of your home. It should be beautiful, and should harmonize with the basic architectural scheme.

Crawford has been building fine quality, well-designed, dependable Upward-Acting Garage Doors for over 15 years. More than 150,000 in daily use. Again available when Crawford changes back from production of precision aircraft parts. Crawford Door Company, 403 St. Jean Ave., Detroit 14, Michigan



Crawford's new book, now in preparation, is full of good ideas and information on "HOW TO PLAN YOUR GARAGE."

Send for this FREE BOOK!

Crawford UPWARD-ACTING GARAGE DOORS



CONTINUED FROM PRECEDING PAGE

however short, could be so utterly devoid of ordinary knowledge concerning the feminine slant on hearth and home.

Can you, dear HOUSE BEAUTIFUL, produce a woman who would *like* to live in a goldfish bowl? All I can suggest for GI Joe by way of a spouse is a lovely paper dolly (he can call his own). She might be happy amid all that glassware, duraluminum, and transparent plastic, with the noiseless linoleum floor covering. If they bring a real, live, flesh-and-blood woman into it, I feel pretty sure that the cleaning of their dream-houses will present no problem at all. It will not only be simple, it will be nil. Who, I would like to know, is going to clean all those interminable glass windows that stretch endlessly from floor to ceiling? Think of Mrs. GI Joe's frame of mind after a bad storm. Think of the Mrs. 'way up there on a ladder! Anyhow, think!

As for linoleum floor covering, you'd never catch me wasting a minute on it. Clean or dirty, what's the difference? It's still ugly.

And paper plates! Imagine! What bride worth her salt is going to settle for paper plates? Will she use Aunt Bessie's Spode wedding gift for exhibition only? Never!

"Steel will replace wood and glass will be everywhere," says Joe blithely. That will be nice for the reforestation plan, but many a woman will mourn (not secretly, I hope) the lovely glowing, warm colors of old polished wood. What if they do require attention! Are love's labors lost? No, I say.

MY INDIGNATION knew no bounds when my eyes lit on this happy little suggestion: "But lamps blend the furnishings into a cozy carefree atmosphere simply by changing the pastel colored bulbs to suit your mood." Are you kiddin'? I should be chasing around with colored bulbs, keeping up with your moods! And little red and green traffic lights over the bathroom door. Isn't that just sweet now? How about making it a pay toilet—that way you can save up to buy more and more glass, steel, and aluminum, not to mention paper plates and colored bulbs. That way, too, you needn't worry *too* much about noisy plumbing—a person will think twice about making unnecessary trips.

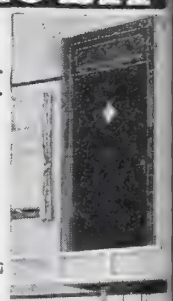
I can't get over Joe and his phobia for mirrors. Of course, he does look well in his uniform, but, remember this is the *post*war world



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The Home-LIFT is designed by experts who have been building commercial passenger elevators for years.

Safe — dependable. Mode price—Costs less than a a day to operate. Easily stalled in new or old hor

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E is a gay and practical sug- n for a hamper to shelter your wear, blouses and other fine nal laundry. Buy a Whitney er and make a skirt for it to the one around your dressing or the hangings in your room. l have a decorative addition to your furnishings and an easily accessible place for all your delicate washables. It will be "oh so " whether you are living in home or are housed in tem- and small quarters.



e precision workmanship of Whitney hamper gives maxi- protection to soiled clothes interior frame surfaces are d to silken smoothness. The construction insures years of nt service. These handsome ers are made in a variety of s to match bathroom and er room color schemes.

be sure of getting the best, for the Whitney Fact tag on amper you are buying. It is guarantee of lasting fine ap- ce and lasting usefulness.



WHITNEY CARRIAGE CO.
Leominster, Mass.

are allergic to mirrors, you know. They can spend hours in front of one trying new hair-dos, making with the faces, finding new wrinkles and gray hairs. I'm warning you, Joe, you'll have a blooming neurotic on your hands in about a week.

Just let me ask one more question and I'll creep happily back to my little gray victorian shack to brood on the postwar world. That food that's been in the stove since noontime—how does it taste? Like rubber or plastic? Can you cut it without breaking the plates? . . . Oh, I forgot! Paper plates—it won't matter anyway.

Sincerely yours, an affectionate but indignant reader,

Mrs. John Waters

IS A HOUSE REALLY AN INVESTMENT?

CONTINUED FROM PAGE 101

point of view you have a good chance of coming out better by purchasing a house than by continuing to rent. But, here again, we have another story, since there are other things to be taken into account that can be shown on such a balance sheet as outlined above.

3. You do not necessarily have to pay an additional price for the so-called intangible satisfactions arising from the purchase of a home—the pride of ownership, the freedom in the use of the property, the privilege from year to year of adding to and building up the original investment, of making alterations to suit changing needs, of keeping the benefit of the expenditures of one's own labor. Indeed, one may hope to have all this as an extra dividend.

So, after the bookkeeping principles have been taken into account, a home really may be a good investment. The problem is, so far as can be done, to determine in advance whether or not the investment prospects are likely to be good. The answer to this may be found only after searching through a number of questions, some having to do with the housing market itself and some with your own financial resources and arrangements. The succeeding articles will attempt to give at least a few clues in this treasure hunt.

Every BOND you buy is a blow at the enemies who would destroy your home, your family, your future. Start saving for all the things you cannot buy today which will be plentiful when VICTORY is ours.

AN HEIRLOOM YOU'LL TREASURE *Always*

..YOUR BABY'S FIRST SHOES PRESERVED FOREVER IN BRONZE, SILVER AND GOLD





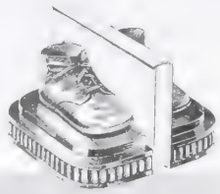
Since your baby has only *one* pair of "first" shoes, that pair is doubly precious. Have them processed by Mason craftsmen, as a genuine Mason Masterpiece; with every precious scuff and wrinkle preserved in bronze, silver, or gold.

Here's How You Can Place Your ORDER TODAY

Take your baby's shoes to a Mason Masterpiece dealer (you'll find them in leading jewelry and department stores). Ask to see a copy of our new booklet of colored reproductions. Select your Mason Masterpiece. Then ask him to send your baby's shoes to us. Place your order now and be among the first to have a Mason Masterpiece in your home after the war.

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MASON *Masterpieces*



Column Bookend



English Gadroon Ashtray



Onyx Pen Set

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BEAUTIFUL ROOMS

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Now you can BEGIN TO BUILD rooms with cheerful, distinctive tone . . . rooms that are inviting and restful. And start RIGHT with the *foundation* for beauty in every room—your *floor covering*. It's easy to achieve room loveliness if you build the interior around a RUG by KLEARFLAX. The simple, yet individual patterns of RUGS by KLEARFLAX blend perfectly with your color scheme and harmonize with practically any furniture style.

RUGS by KLEARFLAX give durability under heavy duty as only long-wearing virgin flax construction can. They're moth-proof and practically burn-proof. . . . *Reversible*, and so easy to clean! And when you glance at the price ticket of the RUG by KLEARFLAX you choose, you'll join with thousands of homemakers in saying, "I had no idea that beautiful, long-wearing floor coverings could be so economical!"

See RUGS by KLEARFLAX at your favorite store . . . or write to KLEARFLAX, 6360 Grand Avenue, Duluth, Minnesota, for the address of the dealer nearest your home.



VISTA GREEN

KLEARFLAX *rugs for every room*

OCEAN CORAL

VICTORY BLUE

IS THERE SOMETHING THE MATTER WITH YOUR NEIGHBORHOOD?

CONTINUED FROM PAGE 91

pooled their individual pride in their individual homes to create a neighborhood pride which affected all the homes in the vicinity. You can do it, too—if you and your neighbors want to enough.

There are probably several hundred Homes Associations in the country, today—some small, some large, none more successful than the nineteen separate Homes Associations of Kansas City's Country Club District, which organized its first one in 1914 and its "baby" one in 1943. Indeed, all nineteen are unified in an Association of Homes Associations in Country Club District with an office and three paid employees whose business it is every day, all year round, to see that neighborhood maintenance is kept up, neighborhood services are provided and property values protected for some 7,000 families, or nearly 30,000 people. In the words of J. C. Nichols, developer of the Country Club District, "Homes Associations fight for the most sacred things on earth—the permanence of home values, maintenance of good home environment, inculcation of the very spirit of the love of home, and a reasonable respect for the rights of neighbors."

Here's what a Homes Association does:

1. Maintains the community by enforcing restrictions pertaining to minimum cost and location of residences, outbuildings, and use of property and all other matters set forth in the original specification of restrictions.

2. Provides neighborhood services *not* provided by local government, such as snow-plowing streets, tree-spraying in parks and such dedicated public areas, clearing



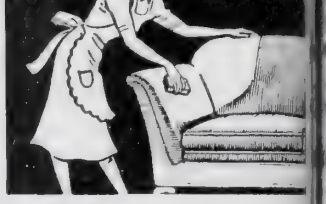
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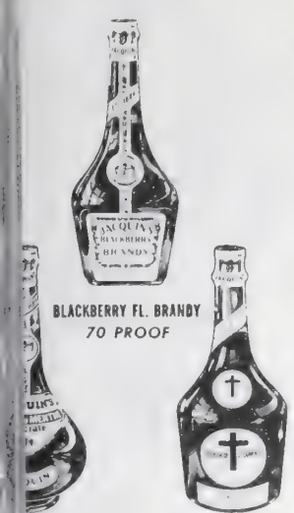
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and mowing of vacant lots, trimming of high shrubbery at intersections, collection of trash and rubbish (and garbage outside of city limits), etc. In principle, the Association picks up where the city, township, or county leaves off.

3. Protects property values by keeping alive pride in the community and enthusiasm for it, through neighborhood activities for the benefit of the district, working for better transportation, schools, libraries, mail service, planning of neighborhood events, care of private parks and playgrounds within the community, creation and/or management of playgrounds.

Actually, each Homes Association does those things because its members decide, as a group, they want them done. And in unity there is strength.

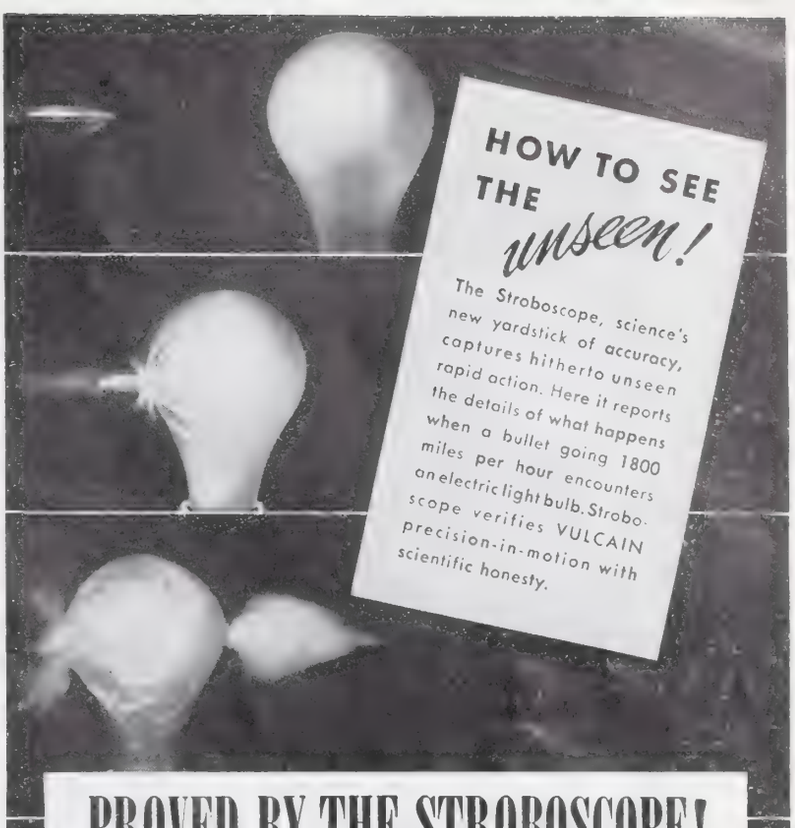
Say there is a man down the street who persistently neglects to close his garage doors facing the street all day long. Or leaves his trash out in back where the wind carries it all over the neighborhood. Or allows his Victory garden in a vacant lot to wither and grow weeds which are an eyesore. These things affect the character of your neighborhood. But you don't want to speak to him about it, lest he think you are officious or unfriendly. The Homes Association speaks for you and for all your neighbors. It can ask his co-operation, as a member, without hurting his feelings.

OR PERHAPS everybody on the street wants to preserve and protect the street trees, but no one can take the responsibility individually for caring for them. There are some 20,000 trees in the streets, parks, and parkings of Country Club District. Each year they are banded with "tanglefoot" against the possible visitation of the cankerworm, sprayed during serious epidemics, and up until the war, were thoroughly trimmed annually with storm-damaged trees taken out and replaced. The Homes Association does all this work as part of its regular business.

A Homes Association sees to it that vacant lots in each neighborhood are kept clean—grass cut, the weeds removed, papers and rubbish carted away. Owners of vacant lots pay dues as full members of the Association, even though they do not benefit by some of the services provided, such as house trash collection.

In Country Club District each member of the Association receives on January 1 a calendar showing the dates, circled in red, when trash

(Continued on next page)



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CONTINUED FROM PRECEDING PAGE

will be collected on his street all year round. The Association dumps the trash several miles away, and keeps a man at the dump to see that trash is distributed as it is dumped, paper and other materials salvaged, and the dump filled in when full. The vacant lot owner may not need such service, until he has built his house, but he knows he is going to build in a choice neighborhood because such service exists. His lot will not fall in value while such service goes on. And he benefits by other services such as snow-plowing and tree-spraying and mowing of vacant lots.

BUT problems of maintenance are only one side of the Homes Association's work. It can also contribute positively to the welfare of the neighborhood. It is a means for getting acquainted with your neighbors. (For when you know them, and they know you, thoughtfulness is bred.) Neighborhood events such as outdoor Christmas tree ceremonies and children's Hallowe'en parties, can knit a neighborhood together and make it more enjoyable. Parents have found that planned events of an aggressive neighborhood association are a good way to control their childen at difficult times like the Fourth of July and Hallowe'en. Meetings are held whenever neighborhood problems need discussion. The Association can act as spokesman for the whole neighborhood regarding municipal projects—location of a new school, or a playground, or a change in property tax assessment. The fact that its members are the citizens of a whole section of the city (or county) gives strength to any position it takes affecting municipal or county affairs.

A Homes Association also is an *economy* in obtaining services. It not only makes automatic the end-

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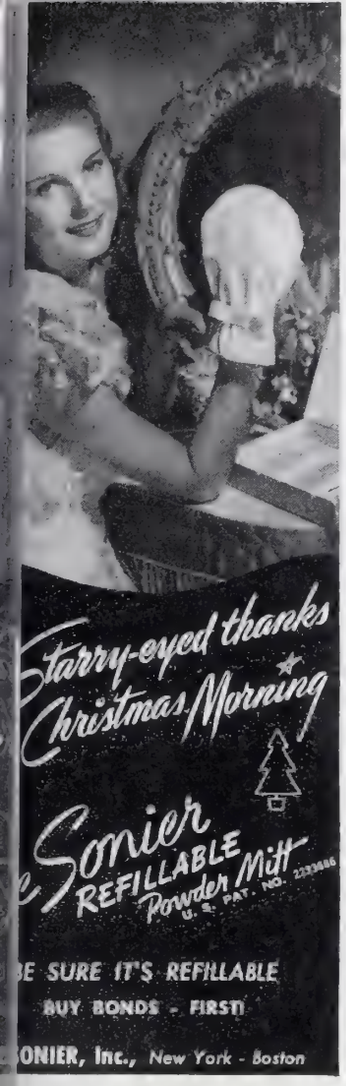
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less job of keeping your neighborhood as tidy as you keep your house, but it does so at less cost than the job can be done, family by family. In Kansas City 19 Associations collect and spend $75,000 a year. The levy is not ordinarily over 1 mill per sq. ft. of land—whether vacant or built on. For assessments are not made on a basis of the value of the houses, but only on area of land owned. The rate is decided by vote of members, each owner having one vote regardless of size of tract. The owner of a 56′x120′ lot may pay $6 a year or as high as $60 a year for larger lots. The assessment in ten of Country Club District's 19 Associations averages $12 a year, per lot, while in the other nine it averages $8 a year. It would cost $1 a haul for each family to have its trash collected individually. Imagine getting trash hauling and so many other services for only $1 or less a month!

But why go on? You have only to look around in your own neighborhood to start your own list of things that could be done to make it a better place in which to have a home.

"But," you say, "we have no Homes Association! How can we start one?"

IT IS harder to go back and sign up every owner in a voluntary association for good neighborhood maintenance, after he has bought his house, than it is to start the Association with the opening up of a new development. But it can be done. In Kansas City's Country Club District, membership in the Homes Association was made part of the original sales contract in the majority of cases. However, even there, three or four of the earlier districts were organized *after* many land sales were made. And ninety per cent of the owners joined.

Here's how to go about it: First, define your neighborhood. Choose the boundaries which seem logical: roughly, the area in which there is a common interest among all property owners. Say it is a neighborhood of houses of relatively similar value, served by the same bus lines, using the same schools, churches, and shopping centers. Then talk to some of your nearest neighbors, get their enthusiasm for the idea.

Second, call a meeting of home owners in the area—perhaps at the public school. Get expressions as to what restrictions are not being enforced and may be violated in the future, what additional services

(Continued on next page)

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CONTINUED FROM PRECEDING PAGE

you would like, and how these services should be paid for. You must know, of course, what things your municipality or county does for you. Snowplowing, while done in Country Club District by the Homes Association, often is done by the city. But perhaps main thoroughfares only are plowed, leaving side streets and sidewalks unattended. The Homes Association may wish to take care of side streets. There always are services which are *not* provided that a Homes Association can undertake to do. And do *more cheaply* than if they were provided family by family. Remember that. It is excellent sales talk for "rugged individualists."

Third, draw up Articles of Agreement to be signed by all the property owners affected. For this you will need the advice of an attorney, possibly one who is himself a resident of the neighborhood. The Articles of Agreement must be filed of record at the County Court House, and each signature notarized. Get as many signatures of the actual title owners as you can at the original meeting, to save steps.

Fourth, make a house-to-house canvass of all homeowners who did not sign the Articles of Agreement at the meeting. Take a notary with you, and call in the evening, if you can, for you are more apt to find both husband and wife at home then. Many titles are held jointly by husband and wife, so both signatures are necessary.

Fifth, file the Articles. Once signed, the agreement becomes part of the obligations set out in the abstract of title to each piece of property in the defined area. If you sell your house, the new owner takes on the obligation to pay his assessment and abide by the regulations. Only in this way can you assure continuing high neighbor-



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GOLDEN-HUED DIRILYTE flatware and hollow-ware—everywhere people are talking about it, seeing it sometimes on the tables of lucky friends who bought it before the war. Dirilyte is a brilliantly beautiful, golden-colored alloy, very scratch-resistant and enduring—it's solid, with nothing to wear off. Yet it costs no more than good plate. It's ideal with gold-decorated china and crystal, lovely with everything. Write for booklet and plan your post-war purchases.



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hood standards and guarantee that some people won't get a "free ride" and enjoy the benefits of the Association without paying for them.

The next step is to apply to the state for a charter, under the provision of the law which permits "non-profit corporations." The cost of such a charter is small, in most states. No income or other tax reports are required. The charter permits specified maintenance powers by the Homes Association so incorporated, with a right to levy a land tax on all property covered in the respective area.

ARMED with the Articles of Agreement and a charter, a meeting of the whole membership should be called, and a Board of Directors elected. The usual number of directors is between five and seven, depending upon the size of the Association. It has been found in Country Club District that 500 families is the maximum number desirable for any one association. Today the smallest of our nineteen has 41 families, the largest 1,130.

The Directors are the managers of the Homes Association, serving without salaries, and rotating in office so that each year half of them may be new. They elect their own officers, prepare a set of by-laws setting forth their powers and duties, and in general take charge for the course of their terms. There have been few instances in the Country Club District where a home owner, no matter how important a business man he is, has refused to serve his neighborhood in this manner.

It is up to the Board of Directors to decide whether the budget will permit a paid employee of the Homes Association. At first in Country Club District there was only one paid employee, serving nine associations. Now there are three, serving the nineteen. If you start from scratch, as the only

(Continued on next page)

SENECA CRYSTAL

Harmony—
for festive dining
and entertaining.



Luscious Cranberry colored bowl contrastly set off by clear crystal stem and foot. A color combination that blends to perfection with your loveliest china.

A Postcard will bring dealers' names and a descriptive circular.

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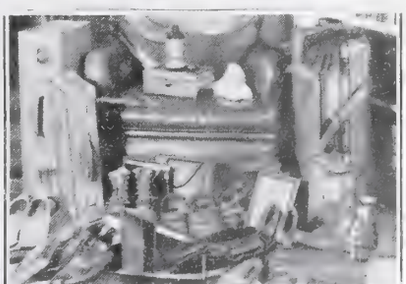


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The ROMWEBER COMPANY

FACTORY BATESVILLE INDIANA

CONTINUED FROM PRECEDING PAGE

Homes Association in your part of town, it would be well to depend upon volunteers for the management end of things, hiring under contract those who will actually provide the services such as snow-plowing, trash collection, tree-spraying. Volunteers can prepare regular bulletins to members, arrange special neighborhood events, and so forth.

When other neighborhoods of your town follow your example and form Homes Associations, you might then get together and have a central office. Such an office serves as Information Bureau and Clearing House for all manner of complaints and suggestions. If anyone hears an unfamiliar street name and wants to know where the street is, he calls the Homes Association. If a family wants to register for voting purposes, it seems simpler to call the Homes Association than the Election Board. If a speeding car kills Rover or the cat, the Homes Association is frequently informed, instead of the Sanitation Department. But you should welcome even these miscellaneous calls. For it means that the Homes Association is established, that the people of your neighborhood look to it as the nerve-center of community, the place where thing and everything which af the safety, health, and enjoyr of the neighborhood can be fluenced for the benefit of all.

Tooting automobile horns lat night, leaving floodlights lighte the cornice of a house to shine the house across the street, let the children roller skate at 6 A and waking the neighborhood— these are very small violation neighborhood thoughtfulness, difference between happiness discontent. Where neighbors not happy with each other, t follows slowly but surely, a struction of property values the shattering of a warm home-atmosphere.

IF YOUR neighborhood is org ized to perpetuate itself on same high level it had when first entered it—or even highe you stand a better chance of dicting the future of your indi ual home. There is no limit what Homes Associations, if th oughly organized, can accompl in promoting good citizenship, developing decent regard of neighbor for another, in inspiri home-ownership itself, and h maintain property values.

In every respect you'll find

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GOD BLESS OUR RENTED HOME

CONTINUED FROM PAGE 131

uch fun to be surprised in the ing by the shrubbery and other ntings. It is like investigating flora of a strange country to ch each ambiguous little green ot slowly developing its own racter. I believe in settling n in each rented house as if I e going to spend the rest of my there, and in every yard I have nted flowers that I have not n on hand to see in bloom: roses New York, lantana, geraniums, ysanthemums, and poinsettias in ifornia, lilacs, tulips, crocuses, , and petunias in Utah, for- ia, pansies, Shasta daisies, eopsis, and lilies-of-the-valley in chigan. I don't regret one of m, for they riot in profusion in my mental back-yard garden, with never a weed nor a parasite to worry me.

In addition to my own efforts, every yard has offered its own special delight, from the arbor of purple and white wistaria in California to the forgotten loveliness of spirea in May in the Middle West, and lately I have taken to carrying along cuttings of favorite shrubs and plants when I leave, so that each yard is a symposium of all past ones.

To sum up, for all the war wives setting up housekeeping on a week's notice in Kalamazoo, Michigan, or Phoenix, Arizona, it's a great life, sisters, and you needn't ever weaken—believe me.

PAPER PACKS A WAR PUNCH: DON'T WASTE IT!

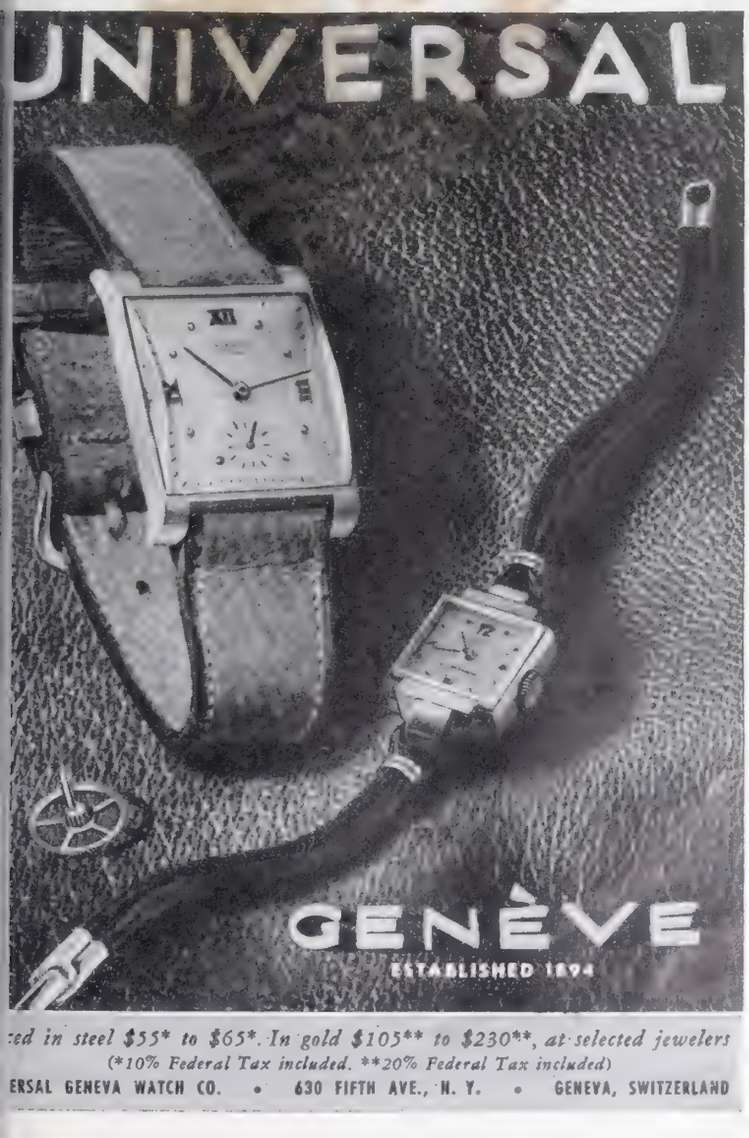
Ammunition, weapons, food and, of course, precious blood plasma, reach our boys in the front lines in perfect condition. Why? Because practically every one of the 700,000 different items shipped overseas is protected by paper! Paper is a victory essential. Save every bit of used paper for your salvage drive.



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Happy Is The Child with a *Lullabye Room*

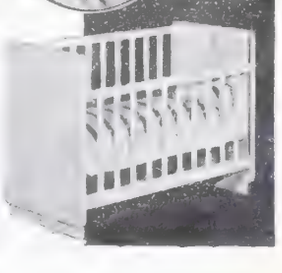
.....and happy, too, is mother.....

A lovely Lullabye room provides little boys and girls with a head start in life. Every child benefits immeasurably from the development of self-confidence, the building of character, and the advantages of easier training that results from living with furniture scaled to a child's world and understanding.

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FOODOGRAPHY

A new slant on CRANBERRIES

When cranberries are in season, offer them to the family in a fresh setting. Chicken and cranberry molds will please

UNLESS your family are avid cranberry jelly eaters, they're likely to protest if cranberries appear on the table in this same form with too much frequency. So expand your cranberry repertoire. You can use cranberries successfully for complete meals in combination with another food. The molded chicken and cranberry salad shown above holds its sh with gelatin. With two cups cranberries, a cup of chicken, ery, chopped apple, mayonn you can produce salad for six. substantial enough for fall a tites and eye-appealing, too. for the recipe. And if you're w they are plentiful, try a relis cranberries and ground orange

Allen's Toffee

A distinctive, delicious treat...

Allen's Toffee — a smooth, rich, creamy confection in seven distinctive flavors — appeals to all ages and satisfies all tastes. Better stores, confectioners and candy counters carry superior Allen's Toffee.

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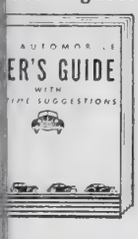
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HOUSEKEEPING RECIPES



WINDOWS

How To Wash Windows Without Streaking

Your windows may streak because you've been washing them with the sun shining on them, and they dried so rapidly that they streaked. Or they may streak because you've been using soap. The easiest way to wash windows is with one of the liquid sprays. You simply direct the spray at the pane. Wipe it off with a clean cloth. And polish it with another clean cloth. As simple as that. However, if your windows are exceptionally dirty, you may need another solution to cut the accumulated grime.



OVER

WAX

How To Cut Dusting Time

It seems as if we're continually talking about wax, but it's because we're always being asked by our readers how they can reduce their cleaning. And wax is such an effective way. You automatically wax your window sills, especially if you live where dirt makes heavy inroads. Because then you can wipe off the sills with a damp cloth and keep the paint film intact longer because you don't have to wash so often. Use the same tactics on your accessories and you'll fly through dusting, because dust doesn't penetrate a waxed surface, but can be flicked off with a light going over.



OVER

ROOF

How To Clean Gutters and Downspouts

Obstructions in the gutters and downspouts of your roof will interfere with good roof drainage. So examine these vulnerable places as soon as the leaves stop falling. Get up on a ladder and clean out the gutters and the metal strainer over the downspout. If the strainer is damaged, replace it. Copper and lead gutters need no treatment to prevent rust, but be sure the metal is intact. Galvanized iron gutters and downspouts need to be painted occasionally to prevent the rusting of exposed iron. Wirebrush the surface to remove loose paint and rust particles.



OVER

There is something intimate about

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Equip yourself with proper information to handle problems that arise. Every month HOUSE BEAUTIFUL presents housekeeping recipes giving simple how-to-do instructions for solving upkeep problems. Save time and worry by referring to them often.

WINDOWS

PROCEDURE: Household ammonia and vinegar are both splendid for cutting heavy soot. Use whichever you have on hand. To a quart of tepid water, add 1 tablespoon of either. Apply solution with a cloth or a handful of "Nutex," a soft absorbent cleaner which resembles a handful of white string, but doesn't scratch. The material eliminates soiled rags. You use only as much as you need and throw it away after use. (Nutex is fine, too, for dusting, polishing furniture, most household chores.) After you've applied the window cleaner, wipe the panes with a rubber squeegee (if you're lucky enough to have one) or Nutex or a chamois. If using a squeegee, draw it down in a straight line. Remove excess moisture which may gather in the corners and edges of window frames, and wipe off squeegee after each stroke.

OVER

WAX

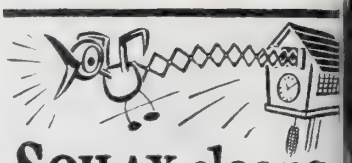
PROCEDURE: You can use either a liquid or a paste wax for coating accessories: metal or wooden ash trays, lamp bases, vases, wastebaskets, trays, painted furniture. Paste wax is a little more difficult to apply, but more lasting, and doesn't have to be renewed so frequently. Be sure the surface is clean because you don't want to seal any dirt in. Put on a thin film of wax. Allow it to dry about five minutes. Buff it briskly. Two coats are suggested to build up a more protective coating. If you own furniture painted in flat pastel colors, you'll find the colors will stay fresh longer if you seal the surface with wax. Unless you do you'll be washing the piece so often that the paint will gradually wear off.

OVER

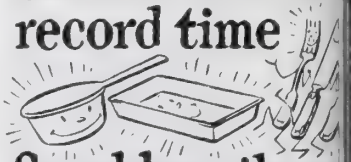
ROOF

Then give the galvanized iron gutters a priming coat of red lead, followed by a coat of white lead, plain or tinted to match the house paint. Here's how to paint the inside of the downspouts: Tie a weight to one end of a rope which is about twice as long as the downspout. Fasten a wad of rags in the center, big enough to fit pipe. Drop weighted end through until rags strike bottom. Pull them back and forth several times, to remove rust. Put fresh rags on the line and drop it to the bottom to plug pipe. Then pour a quart of red paint down. Pull the line up slowly. The rags act like a paint brush, coating the interior. When the wad reaches the top, pull weighted end down the pipe, and remove rope and rags at bottom. Keep a bucket at end to catch drippings.

OVER



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FIGHT BROUGHT WITH HUMUS

CONTINUED FROM PAGE 152

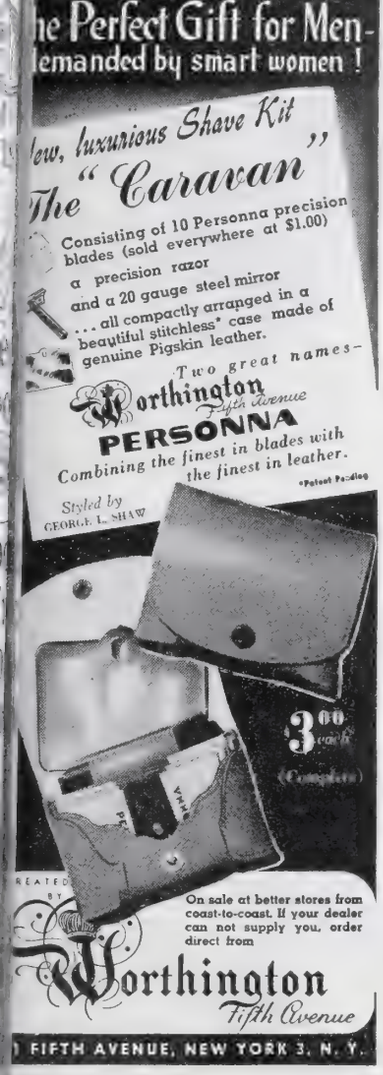
The ideal held up by the authors of such books is manure from grain-fed cattle, bedded in clean rye straw, turned over industriously by a herd of swine living under cover of a clean, dry shed! However, if the best manure you can find in your vicinity proves to be relatively "green" and "short," by all means apply it this autumn rather than next spring. It will not burn any tender plants now, and most of its valuable elements will be carried over for next year's crops. Or better still, combine such raw manure with the vegetable refuse in your own compost heap, restacking the materials in alternate layers and letting them mature over winter before applying.

Autumn bonfires are fragrantly nostalgic to most suburbanites. They recall to mind the Hallowe'en pranks of yesterday or the Saturday holidays of our schooldays, when chestnuts were ripe in the hill pastures. But all authorities agree that the autumn bonfire adds very little nutriment to garden soil and that too prolonged or too hot a fire may have injurious results. If you must burn trash on your garden, keep the fire small and move its location frequently. Diseased vegetable refuse and the weed trimmings from your fence corners are more safely burned away from the vegetable patch.

KEEP an eye on the storage cellar these fall nights. The temperature of the storage room should be down close to forty degrees by now. Make sure that the room is well ventilated. See that the air does not get too dry. If necessary, sprinkle the floor occasionally with a watering can.

Go over your cabbages and squashes frequently this month, destroying any decaying specimens or pulling off wilted outside leaves. Inspect the pears on the back pantry shelf; remove the bad ones, eat the ripe ones; keep green ones well covered from the light.

If you got a warm spell in late September or early October, some of your potatoes may have started to sprout prematurely. If so, desprout them at once, and plan to eat those tubers soon. Use up onions grown from sets first; the onions from seed will store longer.



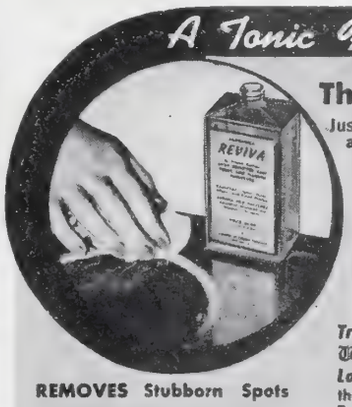


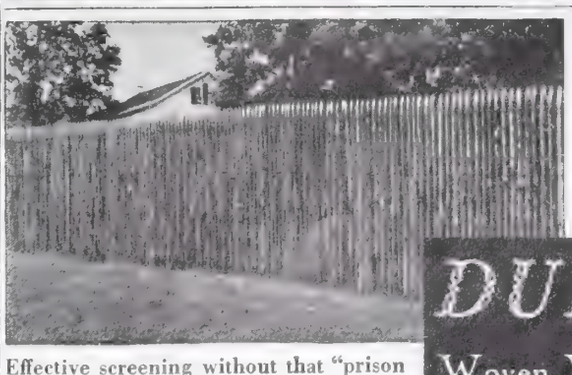
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- Removes dust, dirt and greasy film instantly. No washing — no rubbing. Harmless to the hands, non-inflammable. Cleans furniture and woodwork, too.
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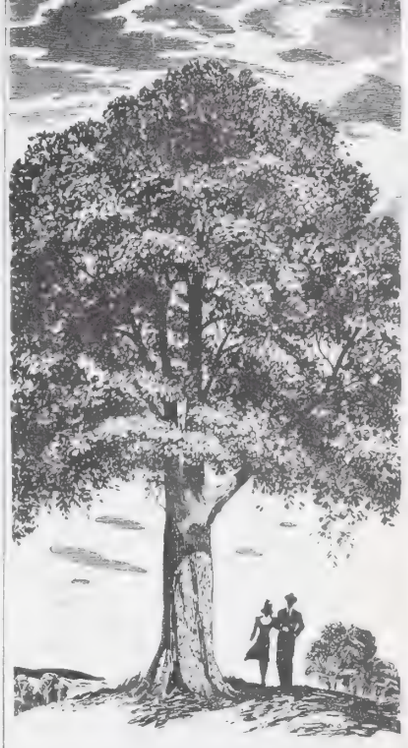
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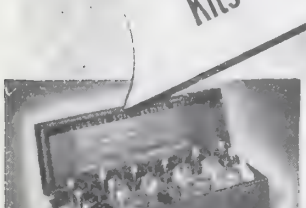
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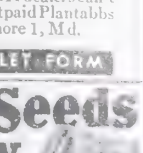
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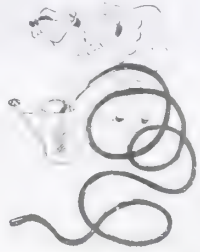
Snow is coming but— DON'T SPARE THE WATER

It makes the evergreens look pretty, but won't slake their thirst. So give the hose its head

THEY call snow the poor man's fertilizer; maybe it is, in a way. And snow controls the crop in many parts of the country where mountain watersheds are chief sources of moisture for agriculture. But for the rest of us, those in "temperate" or warmer climes, snow is not dependable even as a mulch. As a water supply it is of little practical use.

The reason is that when all but the last winter snows melt, they run downhill and out storm sewers —anywhere but down deep in our garden soils. Obviously, frozen ground does not leak. So if our plants and trees go into winter without plenty of moisture, they get no more until spring thaws the ground all the way through to the subsoil. In a normal year, most garden and lawn trees (especially evergreens, which never go altogether dormant) wind up the season and start into winter definitely on the thirsty side. The answer is easy: water, water, and water.

This does not mean just a bucket full. It means gallons and gallons, running slowly from an open hose —running so slowly that it all goes down, not off; running so long that even the lowest and farthest roots will be saturated. It takes several hoses, or several days, or both for a thorough job of fall tree watering, so you'd better start now. But whenever you start, see to it that your water program concludes just before tight freezing may be expected. Then let the frost lock it up. The roots, never fear, will find their own ways to make use of it.





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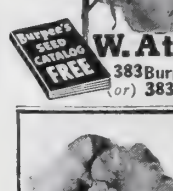
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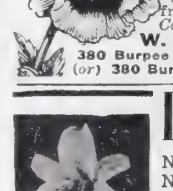


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OG FREE

The LOG of the Practical Gardener

Let poets moan as they will, November is still a perfect month for getting work done

It's too early to stay out of the garden, and too late to stand around just blowing on your fingers. So the first gray day after a rain, start the old smudge in the brush pile.

To smell that nostalgic tang of burning leaves is to abet a crime against the compost pile. But brush and borer-infested cornstalks are as incense before the gardener's altar.

This isn't just the heydey of the wrecking crew, though. It's still bulb planting time, definitely tulip planting time, and, unless your climate is really tough, fine rose planting time.

And time to start potting up forcing bulbs in compost for early indoor bloom, come winter. Those you want to bloom first must have a longer time to develop than later ones.

Just before the ground freezes, work in plant food along hedges, apply in holes around trees. Food freezes till roots can use it in earliest spring.

Don't mulch yet. This is simply a re-issue of a regular November bulletin. Mulch only after the ground freezes hard and for the season.

When frost kills the Dahlias, cut all but necks, let root clumps dry in sun a few hours, then knock off surplus dirt and store in sand, peat or newspaper. *But dry them quickly.*

A fortnight of association with naphthalene flakes in a paper bag is still anathema to thrips on gladiolus corms.

Note from the hurricane belt: Make sure all dwarf fruits, other new-set trees are staked or braced in all directions, *and firmly*, before winter.

Beets prefer shelter before hard frost. Carrots, cabbage, rutabagas can take a lot of frost. Parsnips, kale aren't fit to eat till after a freeze.

Take to the spade these nippy weekends. Spade any bare ground anywhere in the garden—always adding at least something to make more humus. Peat, old manure, compost, leaf-mold . . .

Why not use larkspur to fill in after the oriental poppies have bloomed next spring? Sow seeds late this month; thin plants next April.

Even though peace should come, start now planning ways to improve next year's *victory* garden. R. B.

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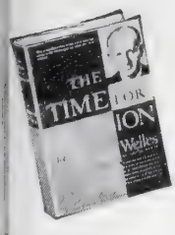
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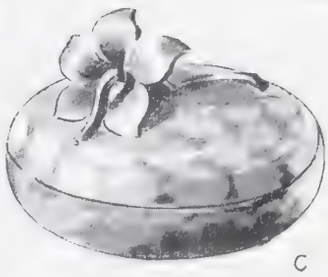
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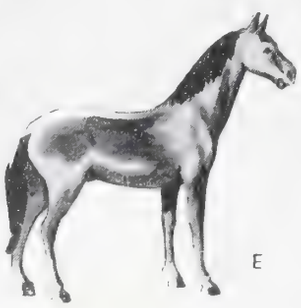

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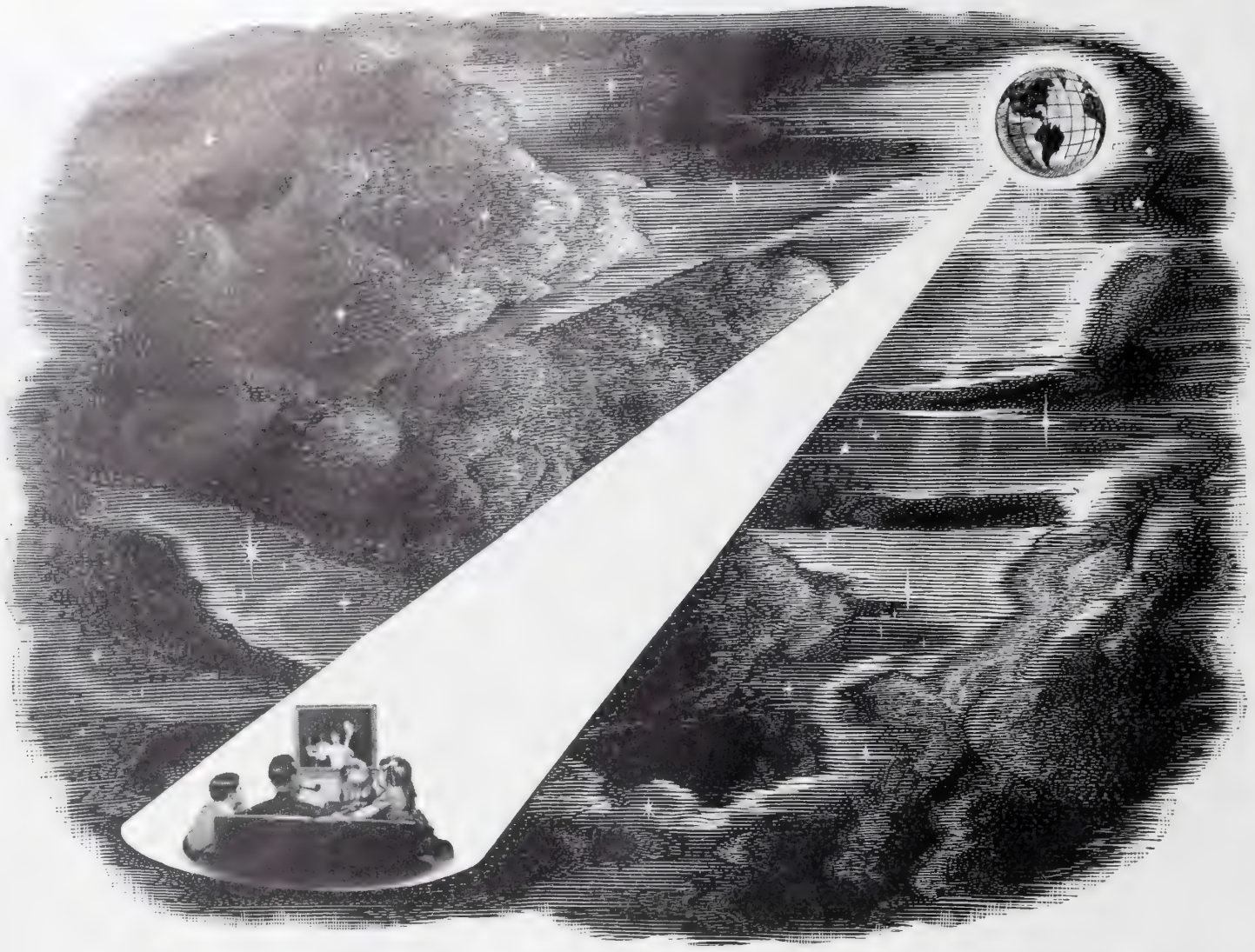

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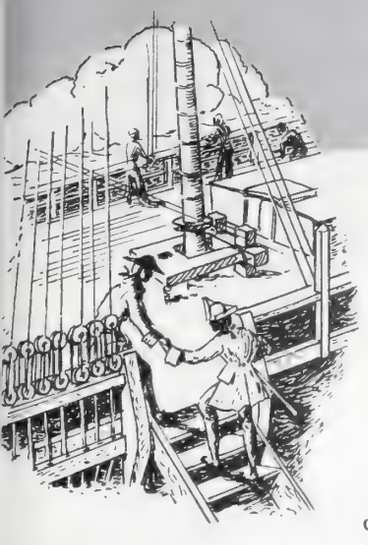
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The scene is reenacted many times during the eighteenth century, for England's choicest furniture was none too fine for the first families of the Virginia Colony. Much of it, together with that of Colonial artisans, may be seen today in restored Williamsburg.

To Kittinger exclusively has been entrusted the *exact* reproduction of many of these priceless originals. These cherished copies will not be available again until our war program is completed. For your immediate enjoyment send fifty cents for official brochure showing all the approved Restoration pieces. Write Kittinger Company, 1895 Elmwood Avenue Buffalo 7, New York.

Kittinger Williamsburg Restoration Furniture Reproductions d not strive for antiquity by "distressing" the wood or finish. Eac piece is made exactly as the original, even to hidden details o construction. Each piece is numbered, recorded, and branded wit the identifying hallmark above.

KITTINGER

Williamsburg FURNITURE — Restoration REPRODUCTIONS

KITTINGER ☆ *Makers of Fine Furniture since 1860*



The tie that binds . . .

WHEN this house was built, roofing and chimney were joined together with Chase Copper flashing. It was a successful union . . . a lasting "marriage."

Today, many years later, there's still no sign of a rift between roofing and chimney. Neither wind, nor rain, nor snow has been able to come between them . . . because that fine copper flashing lasts and lasts.

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Chase

BRASS & COPPER CO.

— INCORPORATED —

Subsidiary of Kennecott Copper Corporation

Waterbury 91, Connecticut

After the war, enjoy Chase Red Brass Pipe or Copper Water Tube, Chase Bronze Screen Cloth, Chase Copper Gutters, Downspouts and Flashing . . . and install good brass and bronze hardware and brass plumbing supplies, too.



HROUGH THE LOOKING GLASS" BEHOLD GRANDE BAROQUE, BEAUTIFUL FROM EVERY ANGLE

Grande Baroque

Third Dimension Beauty in Sterling by

WALLACE

Mood of Gaiety ...in the bewitching revelry of a moonlight rendezvous...in the joyous artistry of Grande Baroque This, the most glorious sterling pattern of all time, proudly reveals its sculptured magnificence from every perspective...radiates the Third Dimension Beauty that is exclusively Wallace.

y, Wallace craftsmen dedicate their skills to Victory. But plan now for the post-war era when silver will again be available in larger quantities for gracious living.* ☆ ☆ ☆ Send 10¢ ook, *Wallace Beauty Moods in Silver*, and read the fascinating history of Wallace sculptured patterns – Grande Baroque, Stradivari, Sir Christopher, Rose Point and Grand Colonial.

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TEXTRON Shower

*REG. U.S PAT.

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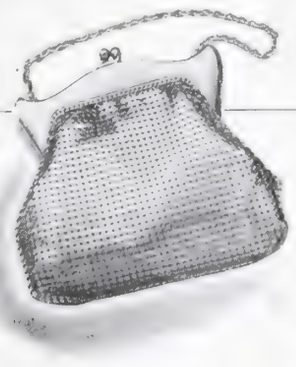
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Plainville, Massachusetts



"I'm too old to dream"

She couldn't have been more than twenty...or five foot two, standing against the Chippendale chest she had just bought.

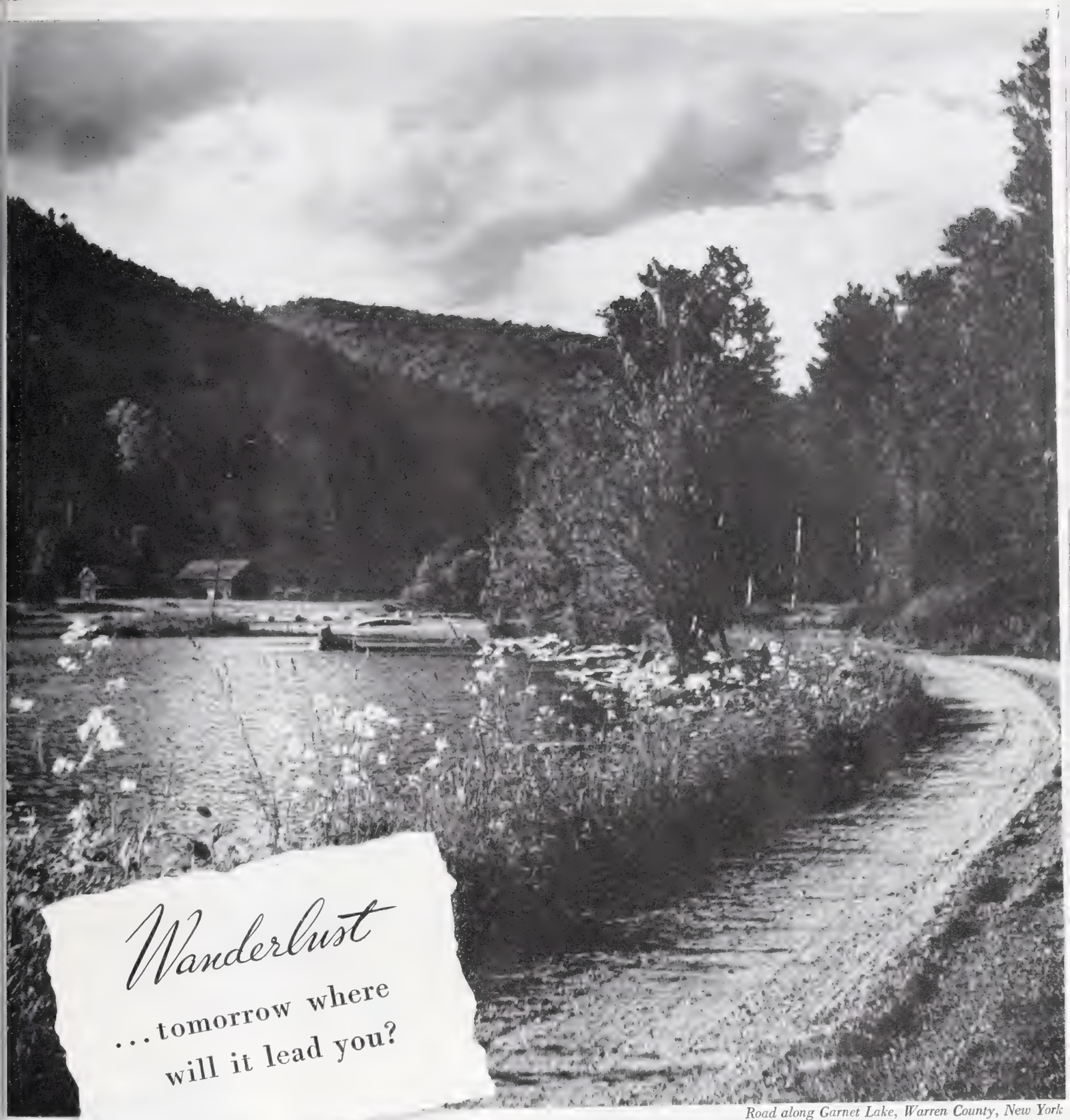
."My husband is overseas and I'm living at home. But instead of just dreaming about my home-to-be, I want a part of it with me now...to touch and love and write Bob about. Somehow this chest has already made me feel more grown-up and married, more content. Send it soon as you can, won't you?"...she said.

Even one piece, one fine, proud piece, can mean home...the root, the core, the propulsion of all our lives. Save for your home by not squandering what's left after War Bonds. Then buy for it from a quality house like Sloane, which knows how hard-saved your dollars are...and has given full value for over a century.

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If you were meeting . . . instead of writing . . . you'd wear your prettiest hat, your most becoming dress . . . to enhance the vividness and warmth of your personality. Letters on Montag's Coronet have that same dressed-up look. The unique weave design and the superb quality of this note paper give charm and sincerity to the words you write.

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SEND FOR FREE BOOK ON *Thermopane*

. . . the windowpane that insulates

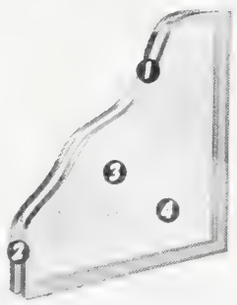
Now you can satisfy both your ardent wish for the beauty and cheerfulness of larger windows and your practical desire for comfort and heating economy as well.

How? With Thermopane—the Libbey·Owens·Ford windowpane that insulates.

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4 *Important features:*



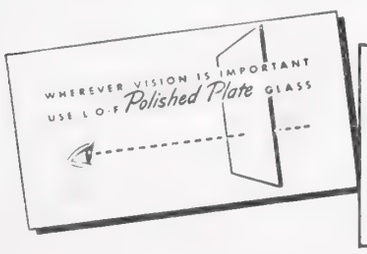
1. INSULATING AIR SPACE is hermetically-sealed at the factory.

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THE FAMOUS "FRUIT ORCHARD KIDS"

The favorite doll with the "play pen" set! Left to right they are "Stella Strawberry"—"Albert Apple"—"Benny Banana" and "Penny Pineapple", colorfast and washable! Made of coated fabric, hand screened in six colors. Comes in a colorful book cover which tells an intriguing children's story about the dolls. Gives children a new interest in fruits. **$2.50** each postpaid.

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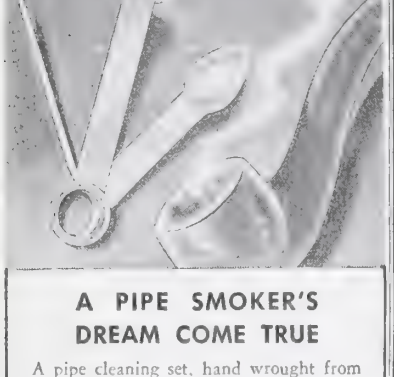


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Brightly saddled, and mounted on solid wooden wheels, this sturdy little steed is gaited for action outdoors or in. Children will love the convenient new pushing-handle, which also serves as safety backrest for tiny beginners. 27" x 17".

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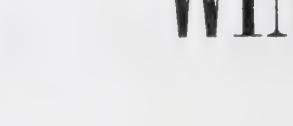
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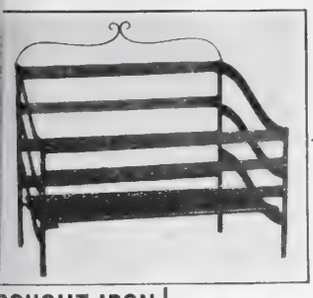
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These superb Gelatones will flood your home with rich new beauty...now yours at an

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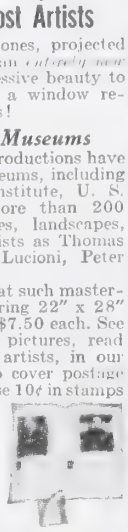
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The full set on your friend's coffee table, or separate pieces scattered 'round her living room will bring "ohs" and "ahs" of admiration!

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Pastel Pink, Blue or Ivory, embellished with pure coin gold.

THE COMPLETE SET....15.90 postpaid
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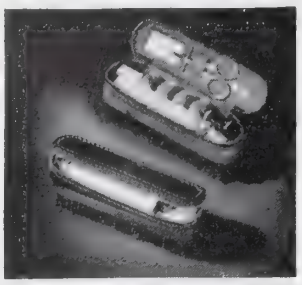
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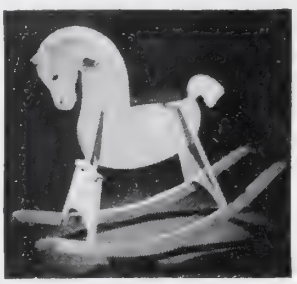
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GIVE HIM THE BRUSH-(

and he'll thank his lucky star knowing you. What you see is a bination traveling kit and clothes The top zips open and inside shaving cream, razor, and blade blue and russet top-grain leather the ladies, it comes with a sewin everything from scissors to mea tape. $4.25 ppd. Mayfair Gifts, Hills, N. Y.



WONDERFUL ROCK HORSE. Be a lavish Santa and put this rollicking Dobbin the tree for your favorite child. been tested for safety and is the prancer we've seen around town. light blue with natural rockers measures 42" x 15" x 33" overall. S 21" high. $22.50 express collect Bleazby's, 31 East Adams St., D 26, Michigan.



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This is the one holder we dote on now our fingers are never stained. of all, *it ejects!* Lady's glamour 4" long, $5; 3" size $4. Black, white, tortoise with sterling mount the chain-smoking man in your li comes in black, tortoise, or amber sterling mount, $4. Add 25¢ po Alfred Orlik, 680 Fifth Ave., New 19, New York.

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CORRESPONDENCE SOLICITED

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tofore. While our facilities are
now engaged in war production
much thought is being given to
Research and Design, so that our
post-war products will represent
every possible advance.

SUNBEAM
WARM-AIR FURNACES AND
WINTER AIR CONDITIONERS
will be available as soon as the
urgent demands of war produc-
tion have been met.

• • •

Time Payments available under
Government regulations.

The "Standard" Duo-Use Bathroom plan points the way to more useful—more practical and more attractive bathrooms in the future. It gives the bathroom a wider horizon—making possible a bath and powder room in one.

Divide the bathroom into two compartments, with the bathtub and shower in one, the lavatory and water closet in the other. The door between the compartments provides privacy for each.

Both compartments can be in use at the same time. If there is an entrance from the hall, the doors to one bedroom and the bath section can be closed, making it a powder room.

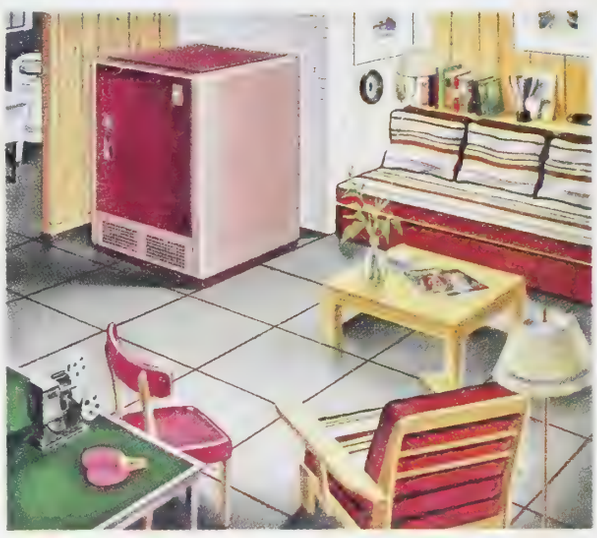
Space permitting, walls can be utilized for cabinets, holding the toilet and dress accessories convenient to have at hand. More versatile decorative schemes are also possible.

The "Standard" Duo-Use Bathroom plan is possible of adaptation to many plans. You can study its application to your new home. It is also an ideal plan for apartments and hotels. In the future as in the past modern bathrooms will contribute to gracious living.

Illustrated circular containing ideas and applications free upon request to Pittsburgh (30), Pa.

AMERICAN RADIATOR & Standard Sanitary

New York **CORPORATION** *Pittsburgh*



The basement recreation room is rapidly becoming an established part of the modern home. AMERICAN Heating Units, in attractive designs and harmonious colors, fit perfectly with the smartest basement plans and furnishings. They constitute the first step towards making your basement useful and enjoyable.

buy war bonds...and keep them!

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FOR YOUR HOME OF TOMORROW

A world of exciting Color

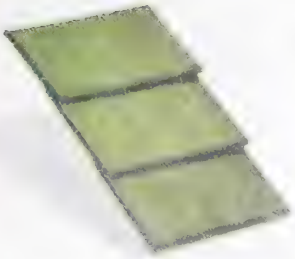
Picture the colorful beauty of tomorrow's homes built with these extraordinary stained wood shingles . . . Creo-Dipt Double Wall Zephyrs.

Zephyr sidewalls will make your home far more appealing than could ever be possible with ordinary shingles. For these wood shingles are first quality, select red cedar, treated with preserving oils and stained at the factory in luxurious, long-lasting colors. Each shingle is cut to exacting specifications for a snug, even fit. Their distinctive texture, deep shadow and wide exposure combine with rich color to give a home striking individuality.

For your new home, Zephyrs are applied over Creo-Dipt Zephyr Insulation Backing Board. This forms a double wall that provides insulation to keep your home warmer in winter and cooler in summer. To dress up an old home, apply Creo-Dipt Double Wall Zephyrs with Zephyr Board right over the old, drab siding.

If your home is now shingled . . . give it new beauty, color and protection with Creo-Dipt Shingle Stain. Available in attractive, refreshing colors.

For full information about Creo-Dipt Stained Shingles for sidewalls and roofs, write Creo-Dipt Co., North Tonawanda, New York.



CREO-DIPT

Shingles and Stains



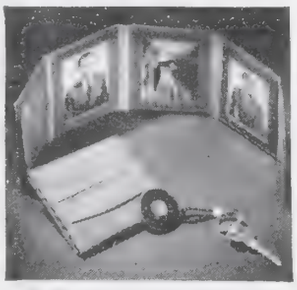


WINDOW SHOPPING

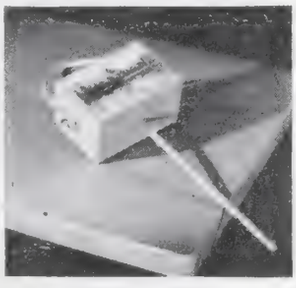
BLE TREE. This little Christ- tree speaks so eloquently for f that all we suggest is that you at the picture and place your r early. It's made of wood painted n with attached red candle hold- and the ring in which it stands is rcled with candles, too. Collapses for storing. 12" high, complete with d candles. $2.15 ppd. Young Books, Madison Ave., N. Y. C. 21.



T PROBLEMS SOLVED. re proud as Punch to have found e two, because both are presents will want to send to lots of people our list. The genuine leather photo holds 4 snapshots and when folded st 3¼" x 3". $1.75; with gilt mono- n, 50¢ extra. Compass key ring tells where you're going. $1.65 postpaid Madolin Mapelsden, 825 Lexing- Ave., N. Y. C. 21.



O GIFTS WITH ONE DER. Here's a bridge table with asonite top! That means it's prac- ly foolproof against alcohol, stains, rettes. Regulation size, $9.95. And the young fry, a Hurdy Gurdy! It a Swiss music box inside, shoulder p and gay print on the outside. ' x 5½" x 21" high, $10.50 exp. col. lly & Scully, 506 Park Ave., Y. C. 22.

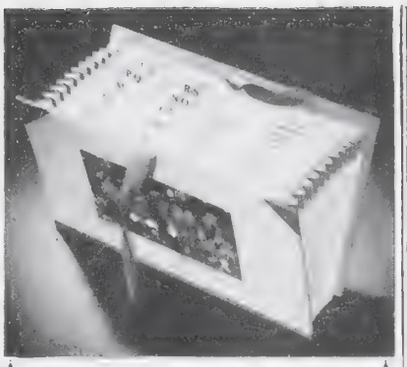




FOR
DEBUTANTES UNDER 12

A lovely Christmas gift for Junior Miss. Sterling bracelet and pendant set . . . hand painted on cloisonne. $1.50 each, plus 20% tax; $3.50 for the set, including tax, shipping, and Christmas wrapping. Matching ring . . . $2.50 plus tax. Sorry, no C.O.D.

studio shop
557 BOYLSTON ST.
BOSTON 16 MASS.



Bank Statement File

Keep your affairs in apple pie order with this amazing file. It's indexed alphabetically, by months and by days, has lots of room for statements, bills, clippings, etc. Decorated with a gay flower print.

$2.95 postpaid
(no C.O.D.'s)

HOSTESS HOUSE
505 Fifth Avenue New York 17, N. Y.



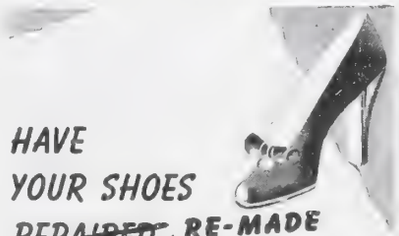
HUMIDOR and PIPE RACK

The way to win a man's heart is to make him comfortable. Give him his slippers, newspaper, and put this handsome humidor and pipe rack within reach of his easy chair! The beatific smile of contentment that will appear on his face will be something to behold! The rack holds 10 pipes and is of solid American walnut. A carved horse head cover fits tightly over the heavy glass humidor. **$5.95** postpaid.

TELEPHONE NUMBER FINDER



A necessity in every office and home. Simply slide the indicator to the letter you want and presto!—there's the telephone number or other information desired. 1380 spaces for listing telephone numbers, names, addresses, recipes, formulas, etc. Sturdily built and finished in beautifully grained walnut. **$1.50** postpaid.



HAVE YOUR SHOES ~~REPAIRED~~ RE-MADE IN A REAL SHOE FACTORY

In our block-long factory, equipped with the latest in shoe machines, we employ Shoe MAKERS, each a specialist at his machine, each proud of his own and B. Nelson work. Result: — you get a real FACTORY job of re-soling or ANY shoe repair. We also widen and lengthen shoes, re-dye, change suede to leather. MEN! WOMEN! Have your shoes NELSONIZED, not merely cobbled.

Nelsonizing

Write for FREE Booklet C

WE MAIL ORDER EVERYWHERE
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Established 1869
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PERPETUAL CALENDAR and NOTE PAD



With this calendar, you'll always know the date—this year, next year and always—because it is good forever! The handy note pad and pencil enable you to jot down the things to be remembered. Size: 8½" x 3½". Colors: Red, Black, Brown. **$1.25** postpaid.

Write for free Gift Catalog.

Mayfair Gifts 72-08D Austin St. Forest Hills, N. Y.

DOES YOUR DOG SCRATCH?



Don't Blame FLEAS, MANGE or DIET ..2 to 1 It's "FUNGITCH"
Amazing New Sulfadene Eliminates Canine Skin Infection Long a Puzzle to Science

your dog scratches, driven frantic by itch- ng, don't blame fleas, mange or diet. Famed Merrick says such suffering is often due to fi infection. Contact with *mouldy* grass es dandruff-like scales, open sores, mouldy on ears, paws, under-body, tail or eyes— ing to more serious condition, long medical or actual loss.

MPLE EXTERNAL REMEDY. Treat- t of 3,121 dogs, at Dr. Merrick's Small Ani- Clinic, reveals that SULFADENE clears most stubborn cases quickly. *Mrs. J. H. writes: "It's so easy to apply. Tuffy stopped tching immediately. Infection on body dis- eared by end of week."*

elieve your dog of this tormenting affliction *il only $1.00 for generous treatment.* Money nded if SULFADENE fails. SEND TODAY.

OOKFIELD LABORATORIES
pt. P-2 BROOKFIELD, ILLINOIS



ATTRACTIVE DECANTER

A popular gift for any man especially if he loves horses. Made of clear glass, shaped like actual stirrup. Pint size. A pair for Scotch and Rye or Bourbon makes welcome gift. Also attractive filled with ivy. Price each $1.25 prepaid.

WIESENFELD CO.
Dept. 20A60
112 W. North Ave. Baltimore 1, Md.

CRYSTAL CONSOLE SET

WITH FLORAL ARRANGEMENT

Lovely three-piece ensemble in heavy, lustrous crystal of Swedish design—bowl about 12" long, for fruit or flowers, flanked by gracefully curved candle holders 6" high. Anywhere in U. S. Postpaid **$5.50.**

Centerpiece arrangement of handmade WAXED FLOWERS, startlingly realistic in colors and naturalness, **$6.95.**

RENDEZVOUS GIFT SHOP
Gift Counsellors Asbury Park, N. J.



HAND-WOVEN SCATTER RUG



A true piece of Southern Craftsmanship. Tightly woven in gay variegated colors on white background. Washable. Ideal as a scatter rug for bedroom, bathroom and sun porch.

Size 24 x 38 inches
$3.50
(Price includes postage and packing)
Mail Orders Promptly Filled
Sorry, No C.O.D. Orders

AVALON GIFT HOUSE, Front Royal, Virginia
Distinctive for Native Crafts of the Southern Highlands

SMART...Practical Personalized GIFTS



MONOGRAMMED TO BE YOUR VERY OWN



"PLACE-CARD TUMBLERS": A *smash hit!* Sparkling crystal tumbler with heavy sham base is a clever place-card when you pencil a guest's name on special sand-carved panel. Also called "Write-your-Name" or "Mark-your-drink" glasses. Writing easily washed off. Popular 8½ oz. size for highballs or table use. *Per Doz. Prepaid—$3.45—$3.70 W. of Denver.*



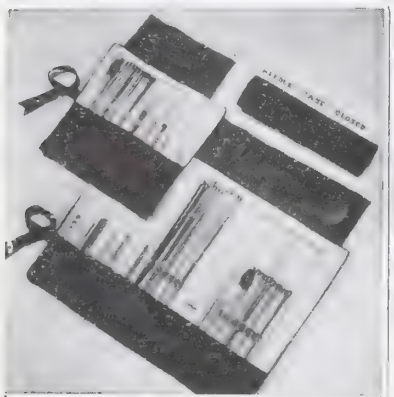
COSMETIC SET: Sure to delight any woman—3 pc. set of stunning covered powder jar (3½" in diameter) and two 6-ounce bottles with plastic caps. Useful for cologne, lotion and makeup. Each piece smartly monogrammed on brilliant American crystal. *No. 205—3 pieces prepaid—$3.75.*

MONOGRAMMED PICTURE FRAME AND PERFUME TRAY SET

14" x 12" picture frame holds 8 x 10 picture. Picture is mounted off center to set off distinctive 1, 2, or 3-letter block style sand carved monogram. Polished edges, sturdy simulated felt easel-back with sparkling crystal rosettes that fasten through to front on good screws. Perfume tray complete with 1, 2, or 3 letter block style monogram is 9" x 14" with plastic feet. Ideal for perfume bottles, powder jars. *No. 1076 set—both pieces—$10.00. May be ordered separately—$5.00 each. Both express collect.*

Safe delivery on all pieces. Satisfaction guaranteed or your money refunded. FREE—New gift-packed booklet featuring over a hundred personalized gifts, is yours on request. ORDER NOW!

MONOGRAM GLASS CO., INC.
EVANSTON ILLINOIS



Smart Knitting Needle Cases

Delightfully handy cases that any knitting addict will love to own. Navy, red, black or wine, fully lined. Larger case has 14" and 10" knitting needles and sock needles, size 1-6 inclusive; also new knit count, tape measure, etc., **$9.50.** Smaller case, with 10" needles and sock needles, **$5.95.**

KNITTING HEADQUARTERS

Alice Maynard

558 Madison Ave., Dept. BD. N. Y. 22, N. Y.



Luxury Foods for Connoisseurs

BUTTERED GRAPE JELLY. Sun-ripened Concord grapes, pure sugar and creamery butter. 1 lb. jars, 3 for $1.25.

OLD-FASHIONED PURE MAPLE SUGAR BRICKS. Delicious in cakes, icing, etc. 2—1 lb. bricks, $2.50.

WHIPPED HONEY SPREAD. Smooth and velvety. Superb on hot biscuits, waffles, etc. 1 lb. jars, 3 for $1.75.

CALIFORNIA DATES IN BRANDY. Luscious beauties in date brandy. Excellent for desserts. 1 lb. jar, $1.50, 3 for $4.25.

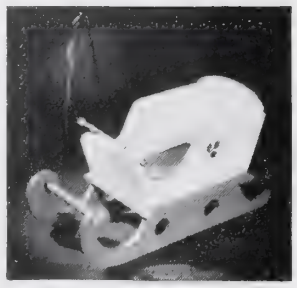
MAPLE CREAM SUGAR SPREAD. Soft, pure maple sugar spread for toast, muffins and cereals. 22 oz. jars, $1.50; 2 for $2.90.

Write for New Food Catalog

Stumpp & Walter Co.

EPICURE'S FOOD MART
132 Church St., Dept. HB New York 8

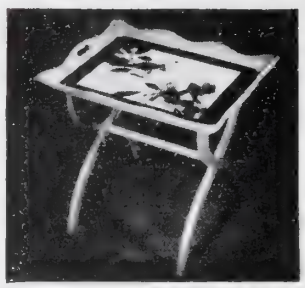
WINDOW



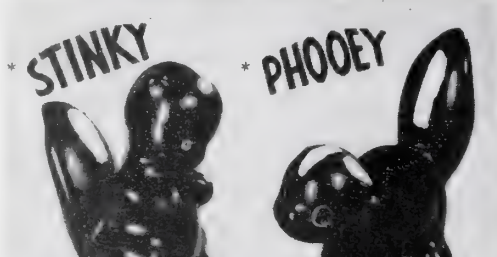
MINIATURE SLEIGH RI
Decorate your table or mantel wit colorful sleigh as the main attra Then pray it doesn't snow before holiday entertaining is over, or find your small fry's dolls riding outdoors. It comes in decorated or black with red runners. Mea 13" x 5½" x 6" high and costs $3.50 ppd. from Gramercy Gifts, Fifth Ave., N. Y. C. 17.



CLOWN COSTUMER. We such a firm conviction that this outstanding costumer on the mark day that we've been singing its prai everyone we know with children, red, white, and blue clown is all made and with such a merry waiting to be draped with little cl no child could help being neat. prepaid from Ralph G. Moore tries, Merrick, L. I., N. Y.



TRAY OF THE YEAR. need a tray (and who doesn't?) the pick of the season. It's nice big, 22½" x 18", and comes w full-color Audubon bird print glass. The scalloped frame is bl oak. $18. With it, we suggest matching stand because it then bec a very handsome table! Stand Express Collect. Katharine B. Gifts, Pleasantville, N. Y.



Call them what you will— know that you will be intrigu by these ebony black ba skunks made of fine Styson Chi by master craftsmen. They 3½" high. Order several pa for your friends as well as yourself.

$1.50 the pair POSTPA

Crystalie

Gifts that Charm

485 Lexington Ave., New Yo

(Opposite Grand Central Palac
©COPR. Styson Products Co. 19

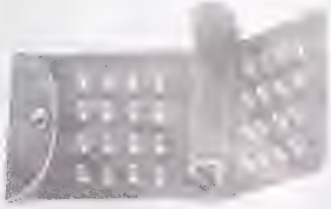
"BRIGHT EYES"

Still out in front with flying colors —Red, Green, Black, Tan, White. The silliest, most irresistible lapel foolery. Press his tail and a concealed battery lights his eye. ALL HAND-MADE of leather with gold and yarn trappings and a safety-catch pin for parking him on your lapel or purse. Also white RABBITS & ELEPHANTS and DONKEYS au natural—ALL WITH THAT GLEAM IN THEIR EYE!

$2.50 each postpaid.
Send check or money order today
Sorry, no C.O.D.'s.



Flashlight has strong beam—suitable for reading theatre programs, finding phone numbers, etc.



Magic Shoe-Shiner

NO BRUSH—NO FUSS. Unsnap and snap in reverse—Rub Wax Buttons on shoe, then use Wool Buffer to polish—Perfect shine in 30 seconds—For Service Men and Women and Civilians—All Tan or All Black, or Black and Tan combined.

$1.00 postpaid.
Send check or money order today.
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GIFT CLUES

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NOW—You, Too, Can Own A
"Field Marshal's War Map"
With Flags Marking Each Day's Shifting Tides of Battle



Beautiful, full color, down to the minute World Map, 43" x 28½", is mounted on heavy, lacquered map-pin board, ready to hang on wall; with 112 colored flag markers of warring nations. As regions are captured and retaken, you move the flags in accordance with each day's headlines.

An Appropriate Christmas Gift

Price, $2.49, postpaid
De Luxe Style—framed with Pickle Pine moulding—$7.50
25c additional West of Mississippi

C. S. HAMMOND & CO.
80 Lexington Ave., Suite 403, N. Y. C. 16



Actual Size

Amazingly Large, Delici

PECANS

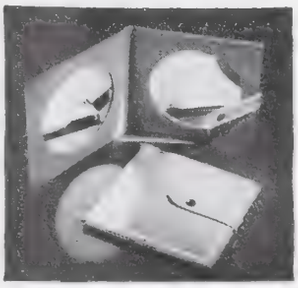
Enjoy these large, luscious, meated pecans with very thin and exceptionally fine flavor. Man Plantation pecans are giants of pecan family, unique in quality highly nutritious. Unsurpassed for h use—ideal as gifts. Order now shipment from our 1944 crop.

3 lbs. in gay holiday bag, mailed postpaid in U. S. **$2.7**

5 lb. large gift bag. **$4.5**

MANSFORD PLANTATI
BOX 828, TALLULAH, LOUISIA

SHOPPING



IBILITY EXCELLENT. See self as others see you and travel this folding mirror that takes up tically no space at all. It has two rs—one magnifying and one plain comes in a fine leather case. Clos- strap may be reversed to make e stand in triangle. Mirrors 4½" iameter, case 6¼" square. $8 plus postage. Daniel's Den, 141 Newbury Boston 16, Mass.



TTLE BROWN JUG how I love ! Especially when thou art filled spiced, mulled cider. Made from ld New England recipe, it is non- holic, but makes a wonderful base um and toddy. The jug is a repro- ion of an old one and with the two y mugs makes a perfect gift. 1 pint size, $3.75 postpaid. The Country e, Concord, Mass.



ARTS OF GOLD. Christmas is ne when we have a chance to show e we love how much we love them. do this by giving them something want very much, something won- ul. Such gifts are these. A 14k solid heart ring has a garnet in the er, $39.50. Earrings to match, $45. for Temple's exclusive ring size , too. Tax included. Temple's, 518 lson Ave., N. Y. C. 22.

MEXICAN CHAIR
$2.95



This child's chair has been made to withstand rough usage at chubby hands. Gay in Mexican colors, it is entirely hand-made and hand-painted by Indians below the border. About 16" x 10½" x 10½". Woven reed seat. An authentic primitive. Send $2.95. Chair will be shipped express collect as to transportation charge.

MILES KIMBALL COMPANY
KIMBALL BLDG. 33 ALGOMA BLVD. OSHKOSH, WIS.
WRITE FOR BIG FREE GIFT CATALOG



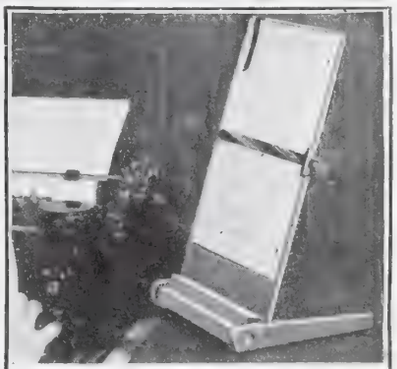


BORROWED FROM THE BARBER

and dressed up in an enchanting way. It's a shaving mug (the handle is in the back), comes in blue or black with gold trim and is handsomely hand decorated with any first name painted in gold. (Specify year date if desired). Wonderful for small fry's milk, cigarettes, ivy, pencils on your desk, or sheer decoration.

$3.75 Postpaid
Extra name 50c
West of Miss 25¢ additional
No C.O.D.'s please

EUNICE NOVELTIES Dept. H-124
5th Floor Woman's Exchange Bldg.
541 Madison Ave., New York 22, N. Y.



EASY ON THE EYES

Use Type Ease Copy Holder when you bang the typewriter and you'll never have a stiff neck or tired eyes—you'll do more accurate work too. A clip holds sheets, a line indicator makes copying easier. It folds flat in the drawer and is a grand book rack.

$3.00 postpaid ($3.25 on West Coast)

FRANKLIN TABLE CO.
2020 Village Drive Louisville 5, Ky.

Valor Ware
MADE IN U.S.A.



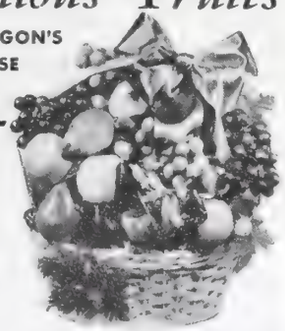
VICTORY GIFT SET

You'll find that Valor Ware flame-proof chenware will help you whip up meals it would put a French Chef to shame. 1½ quart casserole, 3-quart stew pot h lid and the 6-quart soup pot with lid—**50 complete set,** including "Cook It in a serole" a book by Florence Brobeck. ok, separately, is **$2.00 a copy.**

Express charges collect

Bazar Français
EST. 1877
666 SIXTH AVE. NEW YORK

Fabulous Fruits
FROM OREGON'S BLUE GOOSE ORCHARDS



THE MOST EXCITING GIFT OF ALL! Great big du Comice Pears—sweet, tender, dripping with delicious juice—once the luxury of French kings. Giant red and yellow Delicious Apples, immense Oranges, Ribier Grapes, Coachella Valley Dates, and other surprises heaped in a snow-white, hand-woven basket. As illustrated, express prepaid. $10.95
Smaller basket, $8.95.

SHIPMENTS guaranteed to arrive in perfect condition. (Military camps at your own risk.) Cartons and supplies are short, so order now! Shipments can be made any time after Oct. 15. Send check or money order. No orders outside U.S. No C.O.D.'s.

Ask about our Fruit o' the Calendar Club.

BLUE GOOSE
BLUE GOOSE ORCHARDS
American Fruit Growers, Inc.
Dept. HB, Medford, Oregon

Largest Stock of Fine China & Crystal in New York



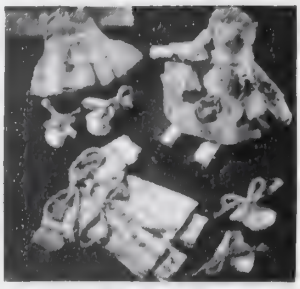
Glasses 1, 2 and 3 are of excellent Crystal, beautifully hand painted by Ely exclusively for Plummer. There are six different song birds to the dozen, all in bright colors. 1. Footed Cocktail holds 3½ ozs. Dozen $20.00. 2. Old Fashioned holds 7 ozs. Dozen $20.00. 3. Hiball holds 14 ozs. Dozen $20.00.

Three very popular Hiballs of splendid Crystal, nicely cut. All have weighted sham bottoms and each holds 12 ozs. Matching Old Fashioneds of 7 oz. capacity and Footed Cocktails holding 3 ozs. are available at same price as hiballs.

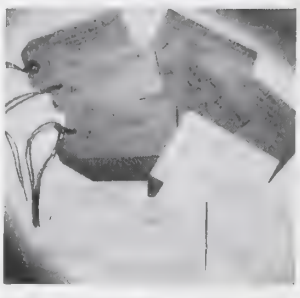
4. Cut Scotch thistle, doz. $8.00. 5. Cut flying duck and marsh grass, doz. $8.00. 6. Cut rye, doz. $8.00.

PLUMMER, Ltd.
Dept. B, 695 Fifth Ave., New York, N. Y.
Please send me free Gift Catalogue.
Name . . . . . .
Address . . . . . .

WINDOW



BEST-DRESSED DOLL TOWN. If ever there was a pre made to put stars in a little girl's e this is it. A little doll, 8" tall, co with a complete wardrobe. There pajamas, bathrobe and slippers, p dress and shoes. The doll and all clothes are custom made. Set $5.50 Children's Shop, West Hartford 7, C



PRIZE PACKAGE. Do your pa ages up in grand style with gum labels and shipping tags printed your own name and address. O some for gifts, too, and the post offi job will be easier. Any color ink white, blue, green, or red paper. Lab $1.50 for 100, $2.50 for 200. Tags: $ for 50, $2.50 for 100. The Farra Press, Box 2, E. Hartford, Conn.



TWINKLE TOES. When y freshly bathed moppet is waiting Daddy to come home and roughho before bedtime, she will wear these chanting little slippers. And Pop's h will turn over with pride. They're ha made of gay quilted chintz with ela back. Send child's age and shoe Pink or blue, $2.50 plus 10¢ postage. C.O.D.'s. Anita Gardner, 105 E. 57th N. Y. C. 22.



"Pillow Peke"

Plop it down anywhere! This pettabl pert wool yarn pekinese will brighte your bedroom, your living room. win the hearts of all your guests. I pink, light blue, yellow, red, tan, g chid, black or white . . . all handmad

$2.00

When ordering by mail, please state secon color choice.

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NASHVILLE 3, TENNESSEE

Send check or money order for $2.00 and we will send you the "Pillow Peke" postage prepaid, anywhere in the U. S.



CHICKADEE DINER

16" long, 4 sides crammed with 12 paper-cupped Tid Bits (seed, nuts, suet), *plus 24 extra Tid Bits* for several refillings.

$1.95

2 for $3.75

ORDER EXTRA REFILL TID BITS

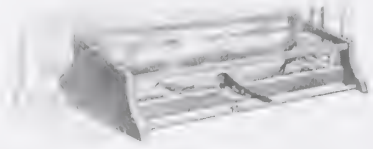
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BRECK'S DE LUXE SEED FEEDER

Scientifically designed. Seed hopper is glass enclosed. Easily attracts birds. Durable Capacity 3 lbs. **$2.95** 2 for $5.50



BIRD CAFE

Finest window sill feeder. Glass top keeps out rain and snow. Easily installed from *inside* room. Suet cake holder and seed hopper.

De Luxe 25" size **$5.50**

Regular 16" size $3.95

ORDER NOW

All prepaid within 300 miles of Boston. Beyond 300 miles, add 10%; beyond 1,000 miles, add 20%.

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BRECK'S

117 BRECK BLDG., BOSTON 9, MASS.



"JIGGER CHASER"

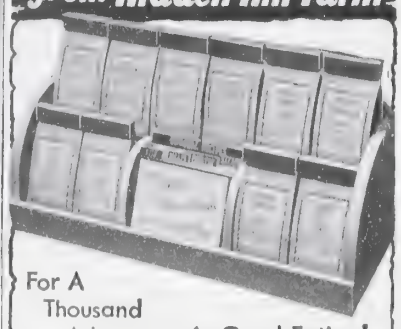
Here's how! . . . to use our famous Jigger Chaser. Fill it with water to neck of glass . . . then put your liquor on top . . . trick shaping of glass keeps chaser in bottom, liquor on top. In shimmering crystal. 3¾" high. $6 a dozen. Postage extra.

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For A Thousand Adventures in Good Eating!

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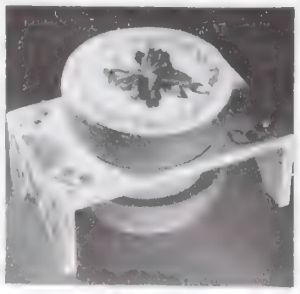
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SOY BEAN SPROUTER

Soy beans are a wonderful meat substitute and have a higher protein value than many meats. So sprout them yourself. It's easy with this soy bean sprouter and when you doctor them up with herbs you have a gourmet's dish! Clear directions included. Set, complete with wooden holder.

$2.75



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Attractive—Durable
Weather Resistant

Shipped complete with 24" ground stake and screws—ready to install.
Complete marker with up to five 2" reflector letters or numerals.....$3.35
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Extra 2" letters.....45c each
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No charge for punctuation marks.

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Pleasant Valley 1, New York

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The ash tray is a Sheffield heavy silver plated reproduction of an English wine taster with a real English coin set in the base. The cigarette holder is a Sheffield reproduction of a



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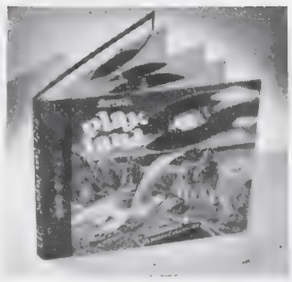
Very lavish bag for overnight trips, beach, knitting, everything! Rich jacquard-woven fabric and hand-carved handles from Guatemala. Gay colors on navy, red or blue ground. **$5.** *Booklet on request.*

Mail orders invited.

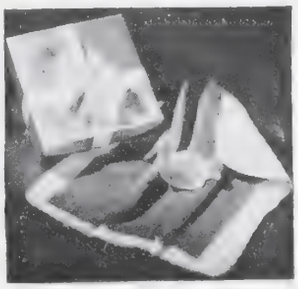
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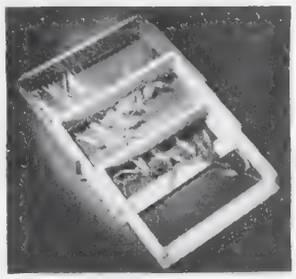
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RTY PICK-UPS. Nested trays hard to find, and this group has a s quality that earns them top billon your Christmas list. They have ural wood frames, sturdy plate glass toms, and their gay designs designe the drinks they hold. Olives for rtinis, cherries for old-fashioneds, or nhattans, rye or hi-balls. About 12" 15". Set of three $12.50 exp. coll. rmod Jaccard King, St. Louis, Mo.





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Each contains a genuine Swiss music box

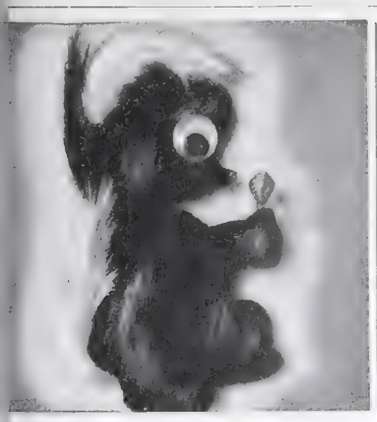
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"Stinky" OF HOLLYWOOD

..... sits impishly on your lapel, rolling his googly eyes as your admiring friends stroke his kitten-soft fur! Send $1 for Stinky, plus 20c Federal tax and 15c for mailing ..... $1.35 in all to

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SHELLED PECANS

The answer to "What To Give"

For the woman who desires to give something that is distinctive, yet sure to be acceptable, these shelled pecans are most appropriate. Golden brown and delicious, they are carefully selected from the finest nuts grown.

3 lbs. $3.75..5 lbs. $6.20..10 lbs. $11.75

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Bring a traditional bit of New England to your home — the footstool by the blazing hearth — the spice box filled with goodies from the Clipper ships. These authentic reproductions, honey-colored pine with smooth corners, bear the mark of sturdy New England craftsmanship.

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12½" high, 8" wide, 3½" deep

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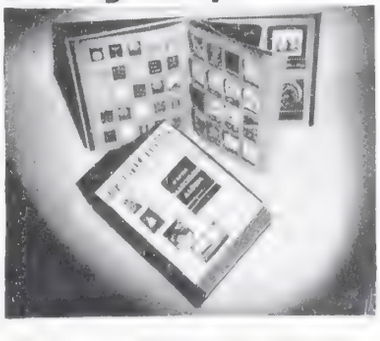
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Here's a Bar
ONLY 21 INCHES CLOSED
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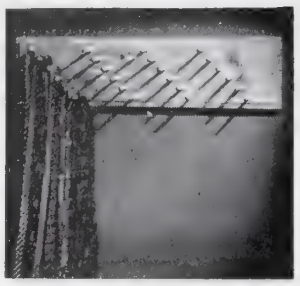
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CAMELLIAS FOR CHRISTMAS. Now is the time to do something about that resolution to get flo prints for the house. They do more decoration than $10-a-yard fabric, if choose truly wonderful ones. He your chance to get a portfolio o camellia prints, hand-colored and ha engraved! Each is 13" x 16" and group is $10. Old Print Exchange, 14 48th St., N. Y. C. 17.



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HEAVENLY TABLE. Heap t 10" crystal bowl with masses of sh ing fruit, or maybe with chrysanth mums, and the ruby glass trim will as joyous as the holly berries on y wreath. The matching angel can holders 4" high will spill radian over you, and it will be lovely! $6 the set exp. col. No C.O.D.'s. Zill Symonds, 11 W. 56th St., N. Y. C.



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A LANDLUBBER VERSION OF SHIPDECK SHUFFLEBOARD . . . SURE-FIRE FUN FOR TWO OR MORE PERSONS



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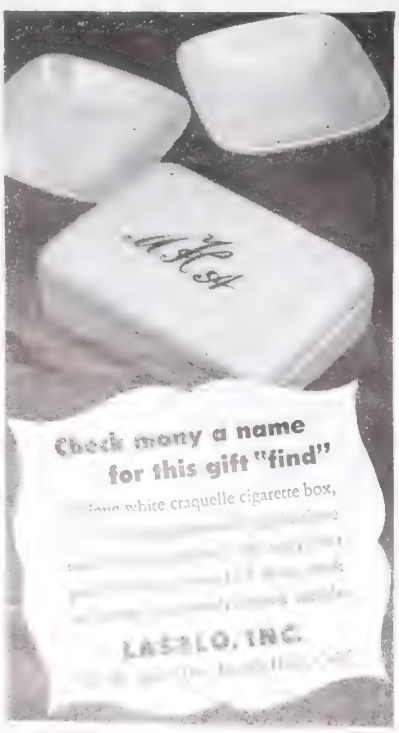
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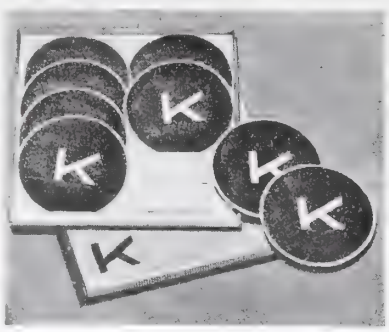


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COASTERS
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You'll find these so handy—and SO attractive!—under those tall Holiday toddies. They are an ideal gift for all occasions! Beautifully designed in green leatherette with white trim and white initial, they are felt-backed to prevent slipping. Initialed gift box acts as the perfect permanent container. State initial desired. Set of 8, **$4.95.**

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WHITE LAMBSKIN

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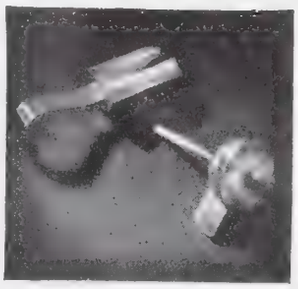
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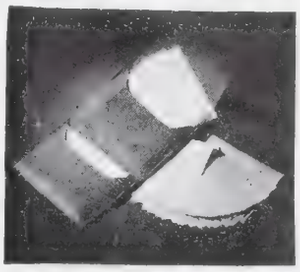
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...LLOW STEM CHAM-...GNES. For festive occasions there ...really only one thing to serve and ...'s champagne; and it's even gayer ...n the bubbles go all the way down ... stem. Give them to a bride and get ...e yourself to drink a toast on V day. ...y $8.50 a dozen. Plummer, Ltd., 7 E. ... St., New York 16, N. Y.





BEER will taste better than CHAMPAGNE

—in these Hoopla Musical Mugs! Guaranteed to give that dull party a shot-in-the-arm of hilarity, they are hand-painted with your name and a Floradora girl or staggering-home-at-dawn lampost leaner. The tunes they play are "How Dry I Am" and "Show Me the Way to Go Home," popular drinking airs everyone likes to sing or hear; they'll give you that needed "lift".

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"BEAUTIFULLY MADE and HAND PAINTED in the PENNSYLVANIA DUTCH country"

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Prices Postpaid

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Stool	.90 "		

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475 FIFTH AVENUE **Gramercy Gifts** NEW YORK 17, N.Y.

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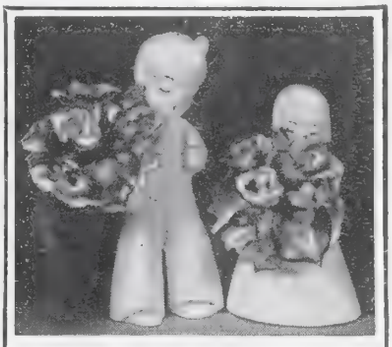
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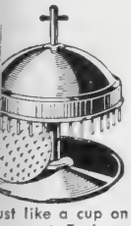
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$3.50 ea.

Utterly disarming pair . . for their mantel, book shelf, end table, centerpiece, or a child's room. White porcelana boy, 7½" high, and girl, 6½" high, each carrying a huge violet and rosebud bouquet.

Express Collect . . No C.O.D.

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ALBERT STEIGER COMPANY
SPRINGFIELD · MASSACHUSETTS

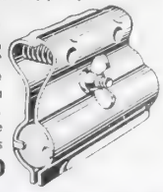


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...d to skating pleasure. Give ...tes a "racer finish" with a ...ghman Skate Sharpener. ...rpens lengthwise, just like ...fessionals. Adjustable, fits ...skates. Each, post- ...d, only $1.00

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A GIFT FOR DAD!

Dad will bless you every time he uses this Berghman Lawn Mower Sharpener! Makes it easier for him to keep his lawn in trim. Adjustable—fits all mowers. Lasts lifetime. Each, postpaid, only $1.00

H. BERGHMAN CO.

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OUTDOOR GIRL

Baby Carol is the belle of the doll season. She's soft enough for tom-boy Mommies to roughhouse with, and her red snow suit with its white fur-like trim proves that she's St. Nick's own child. 15" high.

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With Jingle Bells music $8.25 each, postpaid

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Come with suggestions on how to arrange

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He'll keep her dreams starry bright. A cherubic little calico fellow, 9" tall, with a cunning yellow feather topknot. His girl friend—*Angel Child*—is just as adorable.

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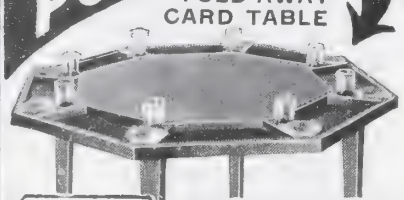
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★ **Fine translucent china, delicately modelled with a brilliant sparkling glaze. Paired or used singly these beautiful pieces will make your room sing.**

The figure, 8½ in. tall, $5.00. The dog, $3.50. $8.00 for set, express collect. Sorry, no C O D's

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New PORTA-POKER
8-PLACE FOLD-AWAY CARD TABLE



- Folds down to only 4 inches thick . . .
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A CLEVER new convenience for card players. The all-purpose, portable playtable for small apartment, den or recreation room. New improved model. Attractively finished, substantially made, sturdy legs. Nothing to loosen or wear out. *Now custom made—delivery within 10 days.* Only $34.50 Express collect. Money refunded if not pleased. Makes an ideal gift.

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EVERYTHING FOR FUN AT HOME
Headquarters for game room equipment, accessories for the home. Unusual games, novelties, barbecue supplies, etc. **Write for: "Successful Entertaining At Home." It's Free!**



WINDOW



NURSERY NEWS. If you're careful parent of a diapered dum you've often wished for a sanitary net where you can keep all his b stuff like oil, cotton, cue tips, po And here it is. It's airtight, has glass shelves and the white enam front is hand painted with gay ch and his name. 12" x 4" x 15" high, Exp. col. Evelyn Reed, 524 Ma Ave., N. Y. C. 22.



CHRISTMAS TOASTS. Thi the season of open house, of fri dropping in, of fires in your he good talk, and warming drinks. hope, then, that you'll like these gl as much as we do. They come holly, mistletoe, or a Christmas design in gay colors. $5 the d postpaid. Zion's Co-operative Merca Institution, Salt Lake City, Utah.



HANDSOME IS AS HAN SOME DOES. and this lucite pact does very nicely, thank you, bec it makes you look and *feel* beaut The top is mirrored, inside is a s powder compartment, and it's big en to be important, 3½" square. monogram hand-painted in any c $7; without monogram, $6. Sm size, $4; without monogram, $3. Can-Luxe, 542 Madison Ave., N. Y. C.

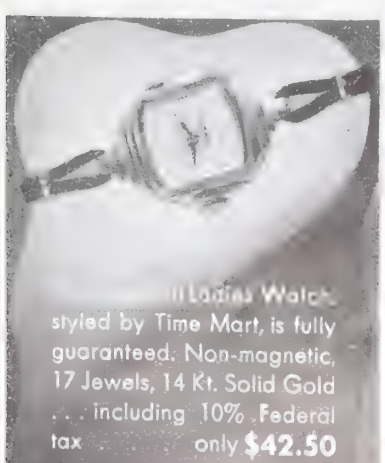


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Billie, Anne, Buddy, and every child in the neighborhood will want to ride on this gay red, white and blue pump swing. Seat is a full 20" long. Handles and foot pump are 18" wide. Swing-A-Way is quickly assembled and installed on the porch, in the recreation room, or outdoors. Everything complete, including twenty feet of heavy rope. $3.45, postpaid.

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RESOURCE-FULL AMERICA



Played on board-mounted map of United States, 44" x 32" with 250 playing pieces in the form of flag markers representing natural resources and agricultural products — coal, gold, cattle, wheat, etc.—to be placed on the map in the states where they are to be found. May be played solitaire, or competitively by any number of players aged 9 to 90. Accompanied by 24-page guidebook of indexes, maps, tables, etc. U. S. MAP ALONE MAKES HANDSOME, USEFUL WALL DECORATION FOR LIBRARY, DEN OR CHILDREN'S ROOM.

An appropriate Christmas Gift

Price, complete (Map, Flags & Book) $2.95 postpaid (25c extra west of the Mississippi)

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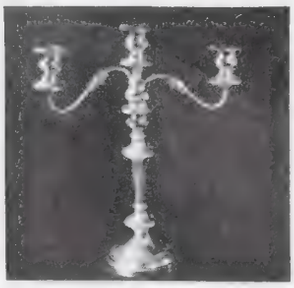
...and watch all the family shine its own shoe

Rest your shoe on the rubber inset o this strong top bar. Below it, clever arranged, you'll find two big brushes two swell daubers, two heavy shine cloth and FOUR cans of that inimitable made-in England "Kiwi" polish—for brown an black shoes. Kit size 10 x 10 x 7, solidly made of sycamore wood, richly grained Nicest thing of its kind: makes a most prac tical gift. Shipped complete for . . . $7.50 You pay express charges on receipt.

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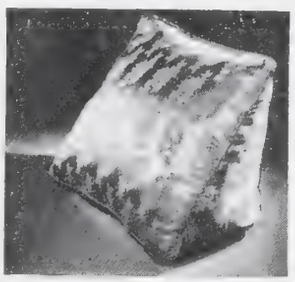
T FOR EVERYONE. At some in her life, a woman yearns for r candelabra. There's something al- symbolic about them, as though were the silver roots of the home e built. These are Sheffield repro- ions, 3-branch, measure 18½" high, " wide. The price is $100 the pair, ncluded! Dorothy Lerner, 106 South St., Philadelphia, Pa.



EP BACK to Grandmother's day see the possibilities of the bed step she used to reach the lofty height her old-fashioned feather bed. The ern adaptation hasn't missed a trick. s now an elegant end-table, plant d, magazine or smoker's table. le of antiqued knotty pine, 24" x x 21" high, $12.50. Weathered white, 50 express collect. Lennox Shop, lett, Long Island, N. Y.



LID COMFORT. Thrashing ind in bed as you try to find a fortable position for reading, writ- or drinking your morning coffee, o way to relax. But this triangular w fixes that. With it you can en- the softness of bed in a relaxed but ight position. Wonderful hospital . In eggshell, rose-dust, blue, gold, n, or wine rayon jacquard moiré. 8. Jordan Marsh, Boston, Mass.





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The new picnic wonder
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Guests will exclaim their uniqueness.



Made entirely by hand from old pine these toasting sticks are bound with genuine leather thongs. Leather safety catches hold the steel spear when open or closed. Extends to 41 inches.

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Set of Four $7.50 Postpaid

Immediate Delivery

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Drawstring pouch with merry Santa Claus appliqué is filled with good toys: Skip Rope, Nested Color Blocks, Top, Beads to string, Bank, Giant Crayons, Doll's Bottle of Candy Drops, Educational Cards. Emptied, the bag's a saucy red pocketbook.

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Tea Cup and Saucer	"	17.25
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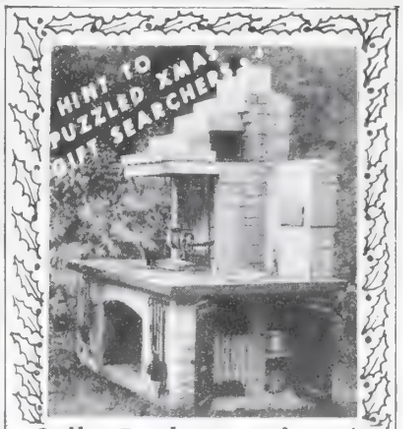
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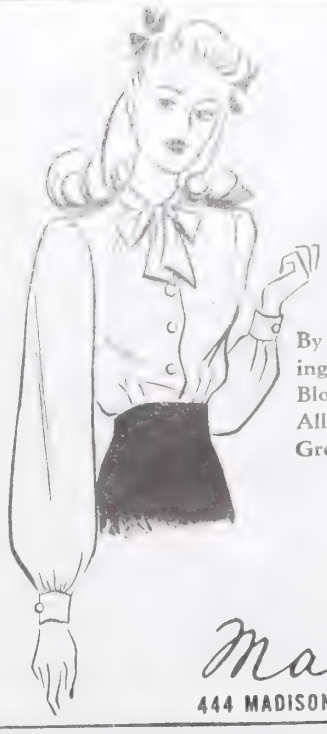
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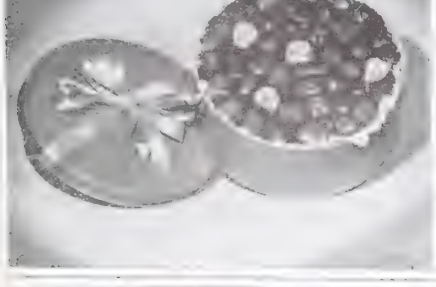
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Season's Greetings I'm sincerely sorry that this year I'll be able to supply only my regular customers with Oregon Mountain Meadow Preserves. But when the war is won, there'll again be plenty for all, and new friends may then discover the delicious goodness of preserves made in the old-fashioned Jane Amherst way!

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(express charges additional)
Shipping Weight, 6 lbs.

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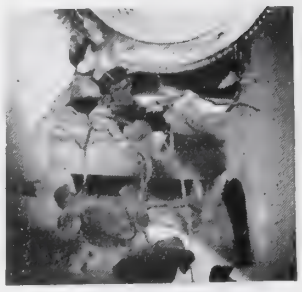
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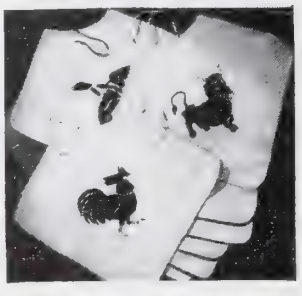
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WINDOW



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DUAL PERSONALITY. Forgi the cliché, but this really deserves t description "useful as well as orn mental." The framed duck scene tremendously decorative when hangi on the wall, and when guests drop for a drink it can be used equally w as a tray. Handles are concealed und frame. Measures 14½" x 20½" and co $7.50. R. H. Stearns Co., Boston, Ma



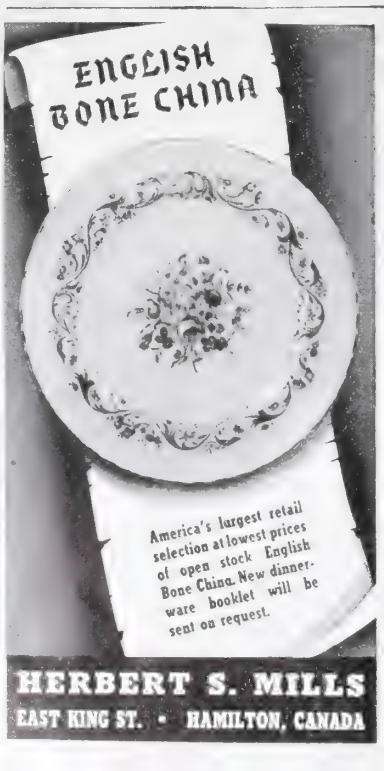
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Right—light green background, hand woven multi-colored floral pattern..... **$ 7.50**
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Y WHEN BRANDIES. Every t to his taste, and the accomplished should be able to pour a double dy or a single shot without guess-. That's where these measured ers come in. A line is etched on the s to show where a single drink and the double begins. Just fill ip for your two-fisted drinking pals.) doz. ppd. Bar Mart, 62 W. 45th N. Y. C. 19.



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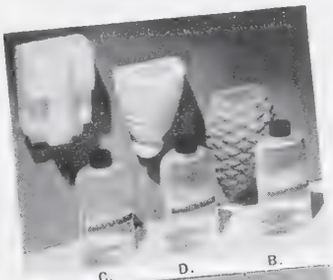
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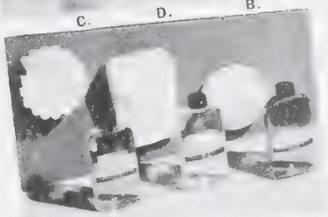
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BLACK WALNUT KERNELS
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With a flavor and zest so delightful. One lb. tins $1.75 each delivered anywhere in U. S. in one and two lb. packages ready for re-mailing or wrapping.

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WINDOW

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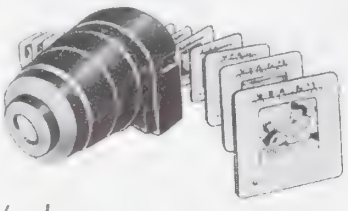
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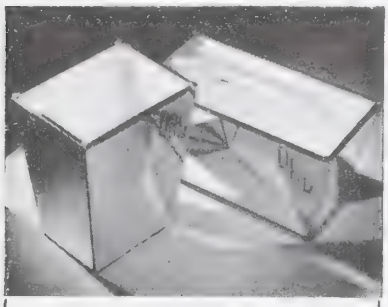


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THE CAMERA HOUSE

728 Lexington Avenue **New York 22, N. Y.**



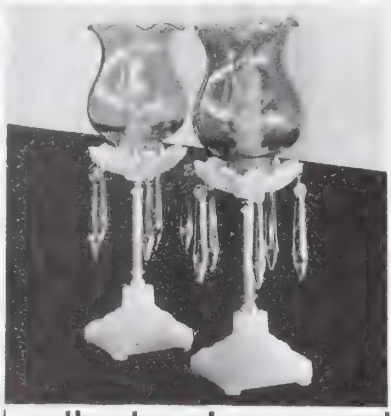
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If you want to hear a bride whoop with joy, send her one or both of these mirrored accessories. The waste basket is beautiful enough to double as a container for an armful of rhododendron leaves. $9.75. The matching magazine rack has two sections and will reflect the shining loveliness of her room.

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milk glass hurricanes with ruby globes

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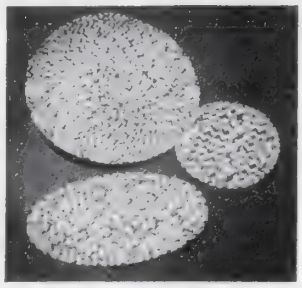


HOT FOOT

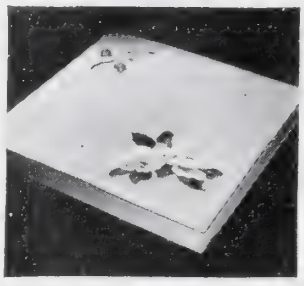
Here's the Christmas present extraordinary for men in service or for civilian husbands with cold feet. The PILOT BOOT is regulation model—ankle high, with fine leather uppers and Duraflex water repellent soles. WARM FLEECE LINED. Snug and sturdy. Send shoe size with ration coupon. **$7.95**

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POPULAR DEMAND brings this card table cover. That means it was designed simply because so m of you expressed the wish for someth like it. It's leatherette, that wonde fabric that wipes clean with a da cloth, comes in leaf green, white, n or light blue. With hand-painted flo $10; with monogram, $7.75. Ca Stupell, 507 Madison Ave., N. Y. C.



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Large compartment for Silverware and Utensils

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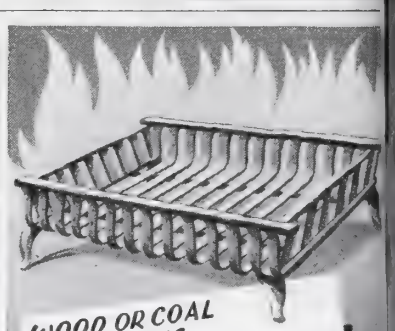
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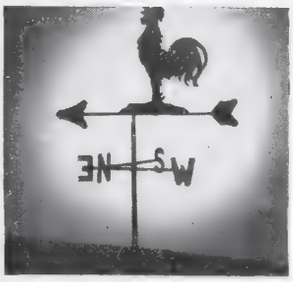
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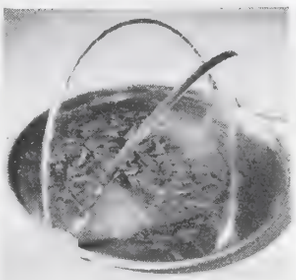
PROUD OF YOUR JEWELS ...eep them as glitteringly beautiful ...e day you got them. This is no ...em with Diener's Diamond Ring ...ewelry Cleaner because a periodic ...up is just a matter of minutes. ...es, the results will more than re... ...ou. Use a toothbrush to do the ... The price is $1. Diener's, Dept. ... 850 Lake Shore Drive, Chicago ... Illinois.

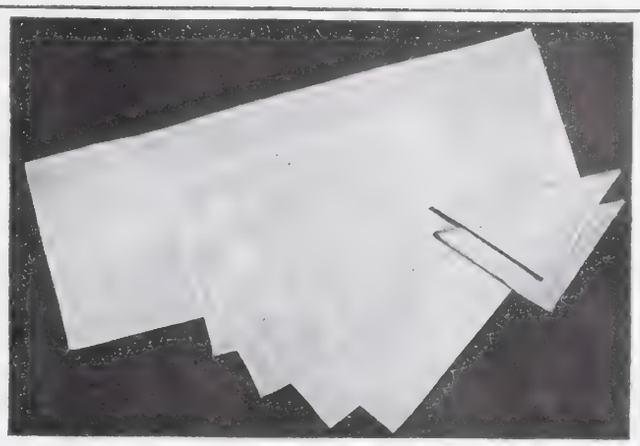


...R WIND OR FOUL. There's ...much you can do about the direc... the wind is blowing except keep ...med and you'll enjoy doing that ...u have a handsome weathervane ...our roof top. This one is made of ...roof metal, turns freely on ball ...ngs and is painted antique black. ... x 23" high, $6.75 postpaid. Cape ... Weathervanes, 408 Hawthorn St., ... Bedford, Mass.



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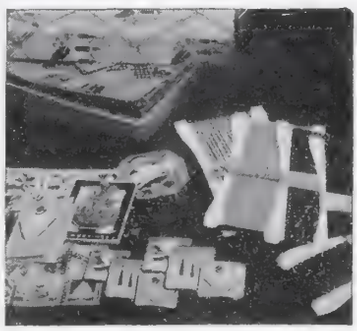
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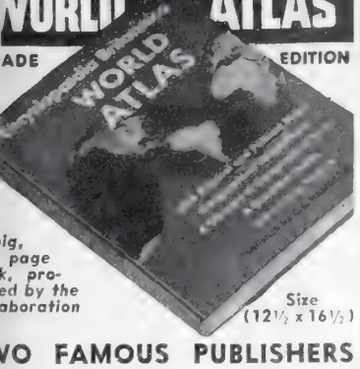
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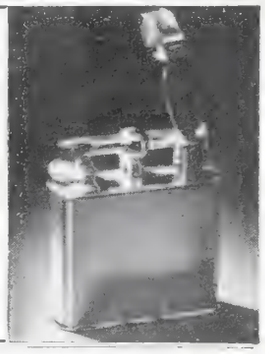
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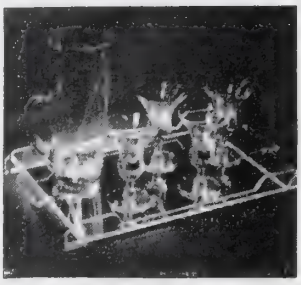
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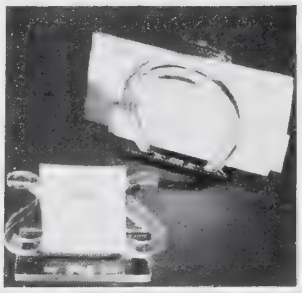
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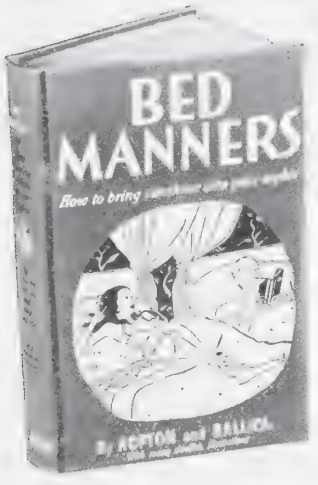


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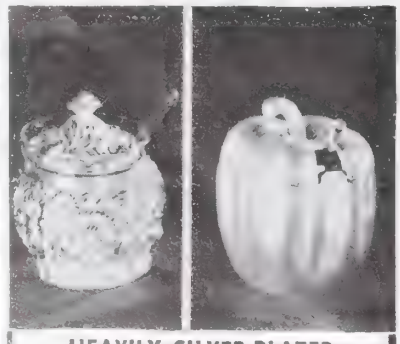
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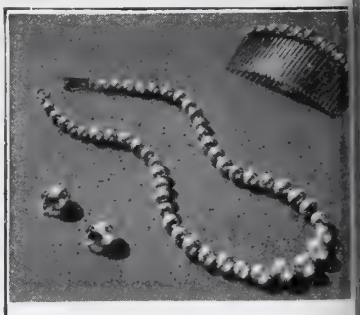
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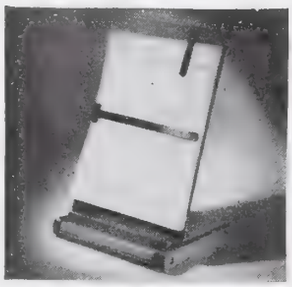
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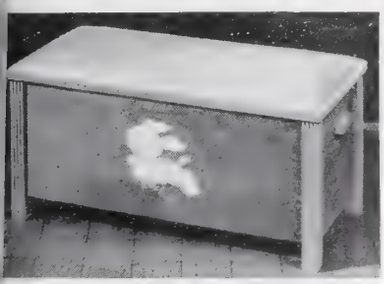


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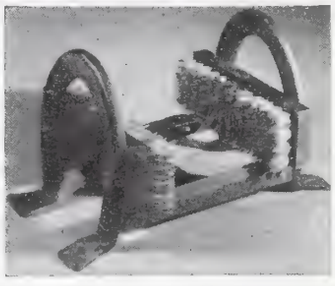
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WINDOW SHOPPING



MAMMOTH CHRISTMAS CANDLE



$2.25

So huge it will burn all through the holiday season—and probably next year's as well! It gives off a Christmasy fragrance that you'll adore. It's of yuletide red in hobnail mold which becomes ever more fascinating as the candle is burned. 18" high and a full 4" in base diameter! $2.25 postpaid.

WRITE FOR BIG FREE GIFT CATALOG

MILES KIMBALL COMPANY
KIMBALL BLDG. 53 ALGOMA BLVD. OSHKOSH, WIS.

Give Your Family and Friends A Real Creole Treat

NEW ORLEANS FOODS
Chef d'Orleans



Shipped Direct. Prepaid

DELICACIES

Here are some taste-tempting combinations:

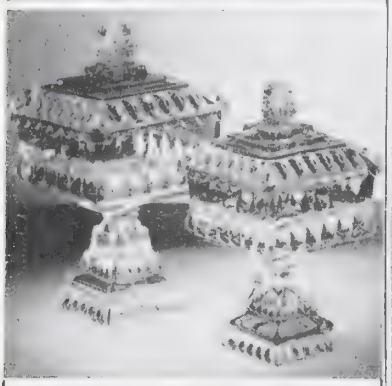
Gift Selection 1: 2 Gumbo, 2 Crawfish Bisque, 2 Shrimp Bisque, 2 Turtle Soup (Southern), 2 Oyster Soup, 2 Terrapin Soup; 10 oz. tins $5.40

Gift Selection 2: 2 Bouillabaisse, 1 Gumbo 10 oz. tins; 2 Diamond Back Terrapin, 4½ oz. tin $3.45

Gift Selection 3: 3 Smoked Oysters, 3 Paté of Smoked Oysters, 3 Paté of Shrimp, 3 Paté of Smoked Shrimp—2 oz. tins $4.80

Express prepaid. Gift wrapping 20 cts. extra. Send your order now. Ask for FREE FOLDER.

NEW ORLEANS DELICACY CO.
Dept. B, 3530 Carondelet St., New Orleans 15, La.



YOU'LL NEVER SMILE AGAIN if you don't get these, because the rest of your life you'll be haunted by their remembered loveliness. They are wedding jars of molded crystal with cranberry color trim that look excitingly antique-ish; and we're still aghast at the price. Only $7.50 for the 12" size, $5.50 for the 10". Express collect. No C.O.D.s. So make a bee-line for

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New RECHARGEABLE WARNER LITE...

With the AMAZING NEW "Featherweight" STORAGE BATTERIES!



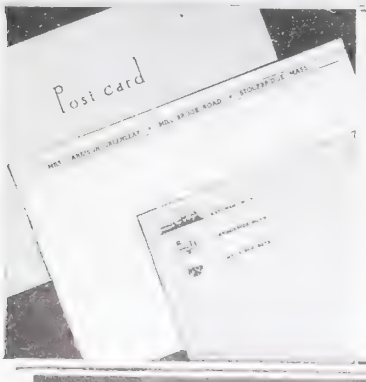
EASILY RECHARGED ...JUST PLUG INTO CIGAR LIGHTER IN AUTOMOBILE

RECHARGING LIFE 1600 HOURS ... EQUAL TO $80.00 WORTH OF ORDINARY FLASHLIGHT CELLS!

THE *WORLD'S FINEST* PORTABLE LIGHT

You'll find 101 uses for this ingenious portable light with rechargeable power plant ... *A convenience around the home—when hunting, fishing, camping, boating, as emergency light in car, etc.* Beautiful hand-rubbed natural Oak Case, size 7½x7½x3¼ inches. 5-in. fixed focus lens projects powerful beam. Weight only 4½ lbs. $29.50 Delivered. (Separate Recharger for 110 AC house current $7.50 extra. *Not necessary, but added convenience*). Guaranteed to please, or money refunded.

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Does your correspondence pile up? Let these attractive, individualized post cards carry your messages. An ideal gift for your weekend hostess or that busy business man or woman. Select from pastel shades of gray, buff, blue, green or white. Give second choice. Name and address printed in ANY color.

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GORHAM STERLING SILVER

A forever-welcome gift...Gorham's distinctive sugar and creamer. Gilt-lined and designed with the classic simplicity that is graciously at ease in any home. Gorham sugar and cream set $26.00. 20% Federal Tax included.

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THE PT BOATS, famous for th greased lightning speed, and the br men who man them, are familiar v sels to anyone reading the war ne today. And now you may get a model one of them. It's certain to make y son the envy of the gang. Painted g with red bottom and mahogany finish base, it measures 15" long, 5½" hi 4" in beam. $10 ppd. Le Baron-Bonn Co., Bradford, Mass.



YOUR NAME IN LIGHTS. Do play hide-and-seek when your frier try to find your house, but make easy for them by planting this ho marker at your entrance. Your na will catch the car's headlights and the world know where you are. C fornia redwood sign, $1.50 postpaid. A 45¢ for each reflector letter or numer Abbey Decorative Products, Pleas Valley, New York.



A SPECIAL FAVOR will add the success of any party. These amusi figurines are made of highly polish wooden beads. Each stands firmly on own base and is an individual work art. 3" to 3½" high. Grand for pla cards or just decoration. Set of 6 Christmas, weddings, children's p ties, or patriotic functions, $3.95. quisite Gift Shop, 1 Continental Av Forest Hills, N. Y.

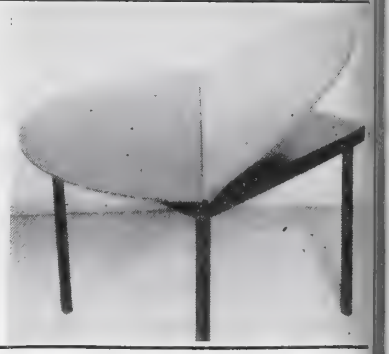
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Novel-Useful-Desirable

This Magic T-Top is just what you need for luncheons, poker, games and puzzles. It's light but rigid—slides easily over your card table top —just DOUBLES ITS SIZE! Seats 7 people without crowding; diameter 46", circumference 144". Folds and tucks away in a corner or closet. Send for your T-Top NOW! Shipped promptly, express collect. No C.O.D.'s, please.

Colors: Dark Green, Dark Brown, Rich Red, Jet Black.

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MONA LISA

All of da Vinci's talent and ability to create mood and expression is reproduced faithfully ON CANVAS in this excellent copy. Selected by an artist. Its muted tones in color as well as its good taste suggests this for the home representing that good taste. In gold frame. Overall size, 12½ x 17".

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Artcrete DeLuxe Bird Feeder

No. K-26—46" high x 21" wide

A real Christmas present for the Birds and You. A humane and attractive addition to the garden made of weather proof white cast stone. Holds a large supply of food, protected from the weather. Much of the natural habitat and food of our native Birds has been destroyed by man's activities. When snow covers the ground, we must feed our feathered friends, if we hope to enjoy them and have them with us.

Price **$17.50** freight collect.

Send 10 cents for Catalog of over 200 Garden accessories

ARTCRETE PRODUCTS CO.
Est. 1921
UPPER DARBY, P. O., PA.



LET THIS *Beautiful Flush Door* ... SWING OPEN FOR YOU

: turns the knob . . .
the door swings gently open.

·dly an effort for her to move this scientif-
ly designed Mengel Flush Door . . . with just
tips of her little fingers.

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ut finger marks? What about dust? The flat
face of the Mengel Door makes cleaning easy
a big help to Mother.

ther enthuses about her Mengel Flush Doors
other reasons, too. Any woman would be at-
·ted by the lovely finish and the rich grain.

e pure, streamlined beauty and unbroken sur-
e adds dignity to her home. She made her selection from mahogany, walnut, oak, figured gum and birch. That's how she was able to match exactly the warm beauty of her Weldwood paneled walls.

For her painted doors, inexpensive gum-faced Mengel Doors prove ideal. These smooth hardwood surfaces take paint beautifully . . . never show grain-raise or checking.

As for Father . . . he sees many savings in the unusual strength provided by the patented core construction . . . the excellent insulating qualities. Also, Mengel scientific design reduces warping, sagging and swelling to a minimum.

And the crackproof Weldwood Plywood surface is unconditionally guaranteed.

At first Father thought that such advantages would be beyond his pocketbook. But he was happy to discover that mass production had brought the initial price of Mengel Doors well within his means.

Why not investigate the possibilities of these beautiful doors for *your* home?

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Send for FREE Illustrated Booklet *in full color giving more information on Mengel Flush Doors made of Weldwood Plywood.*

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Please send me a free copy of "The Door to Charm."

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Weldwood

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Settings and accessories by Lord & Taylor

WHEN EVERY DAY is a day to remember—when time is short and furloughs are fleeting—then a girl's best friend is the sleep that restores her young and radiant beauty.

Light as a cloud, warm as a loving heart, virgin wool North Stars are made to protect your dreamless, peaceful sleep. They'll wash, they'll wear, they'll never lose their luxury-soft look, their skin-caressing feel. When you shop for blankets, look for, *trust* the label North Star—it's the sign of trousseau quality at a practical price. Every North Star sweetens sleep—and . . .

sleep is your best beauty treatment

NORTH STAR

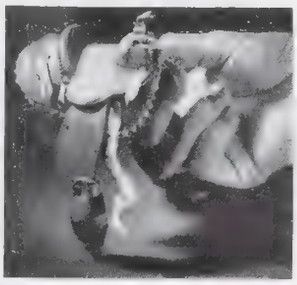
All wool Beautyrest

BLANKETS

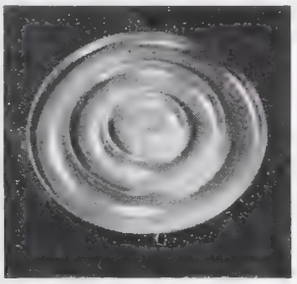
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"North Star" is also your guide to fine baby blankets... superb all wool fabrics... exquisite hand-woven "Means Weave" throws.

WINDOW SHOPPING



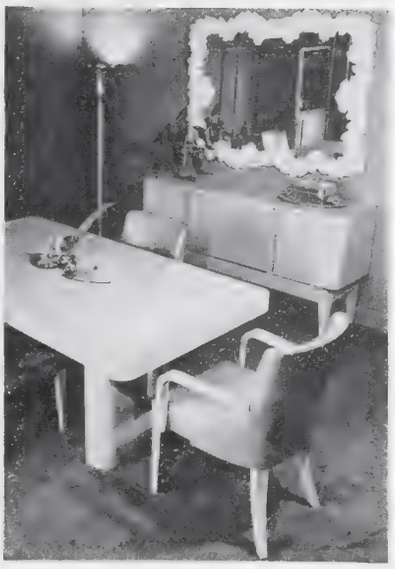
ERFECT MINIATURE of a ge Western saddle is this Tom mb version, so if you know anyone loves horses and collects their r, you're all set. It features the n, lariat, girth, and leather-covered rups. 3½" long, $5 postpaid. Wiesen- Co., 112 W. North Ave., Baltimore, ryland.



IE FIRST IMPRESSION of a ty is made by the hors d'oeuvres— make it a good one and serve them this handsome tray. It's made of id maple in the mountains of Vir- ia and is both water- and alcohol- istant. It measures 14" in diameter holds lots of appetizers. Only $3.75 luding postage. Avalon Gift House, nt Royal, Va.



EEP YOUR DISTANCE, but ep your fire going, too. You'll be ng your fireplace more than ever this nter and a good fire depends on the eath of life from a bellows. With this g handled bellows you can fan a me without singeing your eyelashes. walnut finish with metal funnel, it's coiated with leather and hobnails. .50 ppd. Art Colony Industries, 69 fth Ave., N. Y. C. 3.



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The sturdy simplicity of good Modern design enhances the traditional conviviality of the festive board. Our dining groups flatter your service and your guests . . . without being intrusive. Yet there's an underlying character in their bold strength of line!

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YOU CAN HAVE
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THESE HERBS AND SEASONINGS
THE RECIPE BOOK
YOU WILL KNOW ALL THE SECRETS OF
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These Herbs are Farm fresh from our Louisiana Farm. Veal rounds become New Orleans Grillades. Oyster pie is easily made. Jambalaya can be a meat substitute. Make Oyster Rockefeller, Gumbo, Meat Balls and New Orleans Gravy, and many other dishes.

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THIS ALL COPPER LANTERN AS SHOWN FOR THE LOW PRICE OF $15.00

WE ALSO MANUFACTURE A COMPLETE LINE OF EARLY AMERICAN LIGHTING FIXTURES AND LAMPS

#1169 "WASLEY FIXTURES" MADE IN FARMINGTON BY

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GIVE A LASTING CHRISTMAS GIFT!

50 AUDUBON BIRD PRINTS

size 9" x 12½" in full color on antique white paper.
READY FOR FRAMING!

These charming, assorted reproductions come out of the sky to grace YOUR HOME . . . to lighten your heart. Decorate with gay, warm Bird Prints that look so alive . . . how much they contribute to a cozy atmosphere when you paper one wall for a white over-all tribute to a cozy atmosphere when you paper one wall for a white over-all. Select uniquely patterned GIFT IDEAS: Use them framed in pairs or groups. Mount them on trays, waste baskets or coffee table. Shellac for permanence. They are especially packed for Christmas in a beautiful GIFT BOX.

$2.95 Postpaid

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STERLING SILVER BRACELETS FOR ADORABLE LITTLE GIRLS

1 *Mary had a little lamb.*

2 *Jack & Jill went up the hill.*

If these bracelets were a little larger, mother, too, would want them.

$7.50 Postpaid in U.S.A. inc. Fed. tax

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KEY CHAIN LITE



FOR
EVERYONE
ON YOUR
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$1.00
De Luxe Model

No Fumbling in the Dark!

Handsome and handy KEY-CHAIN-LITE . . . the perfect gift for your nearest and dearest. A gift that everyone will use and appreciate. KEY-CHAIN-LITE is a tiny powerful flashlight with bead key-chain attached. Lights up keys and keyhole; for use in theater, automobile, out-of-doors.

Truly fine, polished metal cap and chain. Barrel covered with rich, genuine leather. Attractive gift box. Complete ready to use $1.00 postpaid. Initials embossed in 22K gold on leather style only 25c extra. SPECIAL Deluxe (heavy gold plated) engraved model $3.00 including tax.

IDEAL GIFT FOR SERVICE MEN, TOO. Recent survey showed flashlites as the **must** gift. Who can be more welcome than this double purpose flashlite. It's great to use as a writing-lite. The push button control assures the use of light only when wanted. Order this handy, distinctive gift NOW. — Buy one for yourself, too.

On request, we will mail direct with gift card showing your name.

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IMMEDIATE DELIVERY

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Enclosed is $ (cash, money order, check) for which send at once in GIFT PACKAGE
. . . . Deluxe Key-Chain-Lite—@ $1.00 each
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Ship to. . . . . .

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My name is. . . . . .



CRYSTAL BOOKENDS

Made of gleaming glass, crystal clear, these unusual bookends have two geese looking at a little girl perched up on top. 7½" high. An excellent gift idea.

$2.95 the pair

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STERLING SILVER LIGHTER

Distinctive, masculine design... square, smooth and easy to handle. A brilliant way to say "Merry Christmas."

$20 *including 20% Federal Tax. Engraving 8¢ a letter.*

Mail orders filled anywhere in U. S. A.

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NEIGHBORLY JEWELERS SINCE 1877
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For OPEN FIRE LOVERS

A truly welcome gift. This roman striped carrier does away with the awkwardness of toting wood in your arms, getting bark on your clothes or dirt around the hearthstone. Made of strong, well stitched canvas in greens and browns. Postpaid $2.50

CARD TABLE COVERS That rare thing today, a well tailored card table cover of fine sail cloth. Piped with white in blue or green. Postpaid $3.25

Send for catalogue of other Christmas Gift Suggestions.

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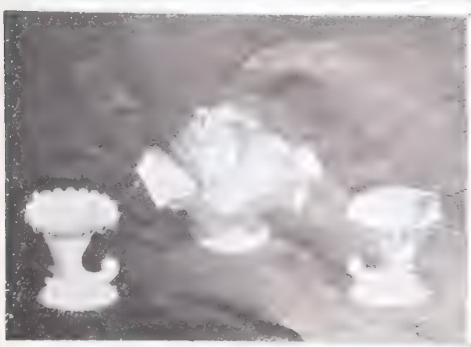
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VERY SPECIAL

It's a double frame made of brocade and velvet, the kind buyers brought back from Paris before the war. It holds two 3" x 4" pictures, so send it filled to someone very special on your list. **$5.25 postpaid**

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A Shop of Choice Things
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Epergne Set

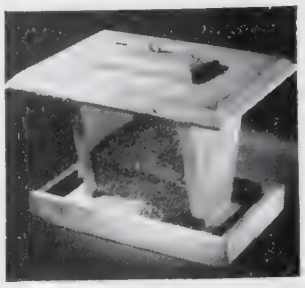
Here's an exquisite 6-piece Epergne Set that will enhance the appearance of your buffet, console or mantel. Use flowers or candles in the cornucopias and place them on the dining room table for smart decor. Entire set hand-made of milk white glass with gold crest trim. Bowl measures 11" across; cornucopias are 5½" high.

$10.00 complete set
Express Charges Collect

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BANQUET FOR BIRDS. In w ter our feathered friends have a h time finding food. So be a St. Fran to the birds in your neighborhood a hang several of these automatic s feeders around your house. Hopper l a 3-lb. grain capacity and makes ideal gift for bird lovers. Measures x 12" x 9" high. $2.95. Add 50¢ 3 miles beyond Boston. Brecks, 130 Bre Building, Boston 9, Mass.



ROCK-A-BYE GLIDER. wish we might be there to see t beatific grin on your moppet's face she sways to and fro in her own lit glider. It's made of hard peeled Flori cypress and the seat is supported 4 sturdy galvanized chains. Wonder for sun porches or play rooms. Seat, l wide, 10" high, x 27" x 22" overa $10.85 plus $1 for West Coast delive Littletree Co., Winter Park, Florida.



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Box of 50 $4.75 plus 15¢ postage
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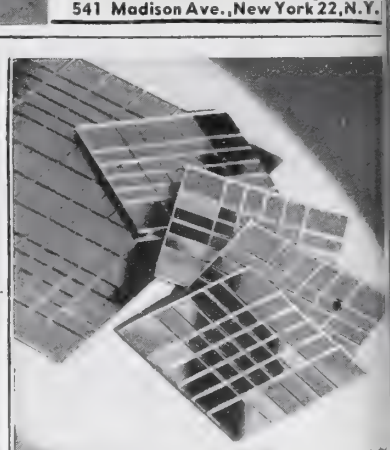
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WEATHER FORECASTER

This "Swiss" weatherhouse, made in the U.S.A., PREDICTS the WEATHER IN ADVANCE. Has thermometer on front . . **Guaranteed to Work.** When the witch comes out watch for bad weather, the girl and boy indicate nice weather. Acts with amazing accuracy. Weather house is 7 inches high and 6 inches wide. Shipped complete ready to use. As illus. $1.69 prepaid.

DE-LUXE CHINA FINISH
LIFETIME GUARANTEE
HAND FINISHED MODEL $6.95 (Prepaid)
WEATHER MAN, Dept. HEB 29 E. Madison, Chicago



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Always an answer to glamorous table settings—mirrored sections (on a felt backing) to reflect candlelight and flowers. Well packed—easy to ship.

10"x10" Centerpiece $2.00
4"x4" Coasters 1.25
set of four
12"x16" Place Mat 2.50

All prices postage paid.
Write for Gift Folder

The Shop in the Garden
Box 471
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Rare Delicacies—
't Baskets from
Hammacher Schlemmer



These are gifts designed for the kind of friends who can appreciate such delicacies as paté of Colorado River rainbow trout, terrapin stew Baltimore style, *real* Russian caviar, tangy tangerine marmalade and eggy, noggy egg-nog.

← **THE HANDY-CARRY BASKET WITH THE HANDLE. Lift the lid and here's what you'll find . $29.95**

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ar Imported Russian Caviar • Jar Giant Stuffed Olives
ricot Wafers • Can Terrapin Stew, Baltimore Style
ndarin Chutney • Jar Dijon Mustard • Box Rum Cakes
sserole Sauce • Jar Curry Powder • Jar Acorns (*almond-burr gherkins*) • Bottle Game Sauce • Jar Polka Dots
il appetizers) • Pound Box Almondola (*chocolate-covered almonds*) • Box Sherry Pralines



OLD-FASHIONED MARKET BASKET with → new-fangled fillin's $17.75



Can Green Turtle Soup • Aunt Martha's Whisky Cake
Jar Tangerine Marmalade • Bottle Spiced Olives • Jar Bitsy Beets • Jar Dorset Paté • 2 cans Anchovy Filets
Jar Babarinettes • Bottle Cherries with Stems • Jar Hard Candy
Pound Earl Grey Tea • Bottle Holbrook's English Sauce
Pint Preserved Kumquats

THREE 25-OZ. BOTTLES OF EGG-NOG like father used to make; add cream, milk or more spirits ← as you prefer $10.85

A HOUSE FAMOUS FOR QUALITY FOR OVER NINETY-SIX YEARS

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Spring Glory

STERLING BY INTERNATIONAL

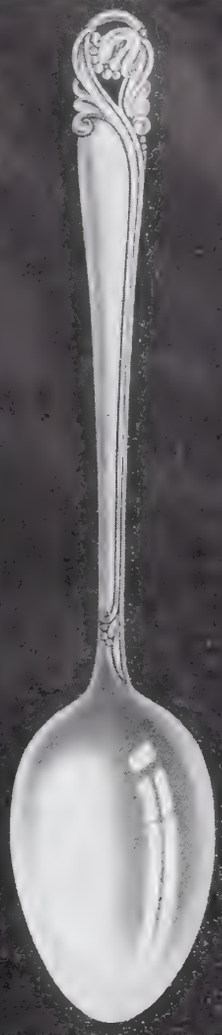
An unusual modern treatment combines leaf and blossom motifs with a swinging sweep from tip to tip, a sculptured clarity of detail.

6-piece place setting . . $21.05
20% Federal Tax Included



6-PIECE PLACE SETTING:
1 Dessert Knife 1 Salad Fork
1 Dessert Fork 1 Butter Spreader
2 Teaspoons

Mail orders filled—Postage Prepaid in United States



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JEWELERS TO AMERICA FOR 115 YEARS

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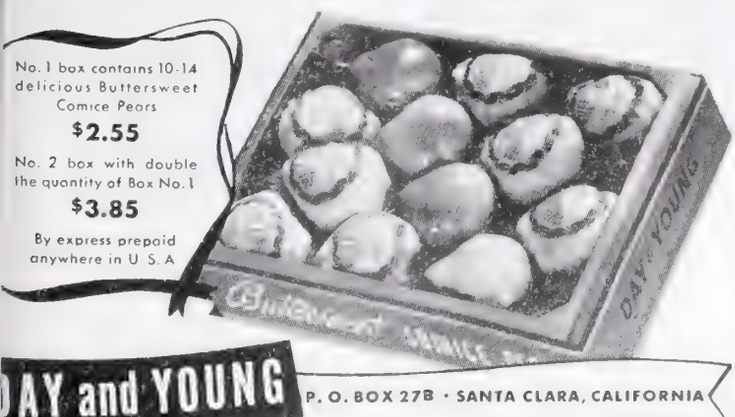


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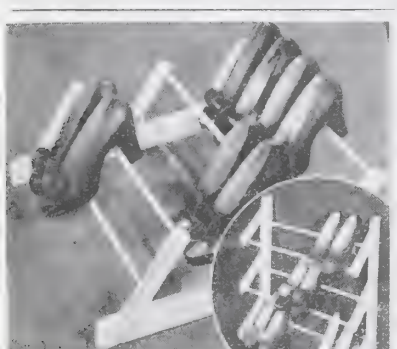
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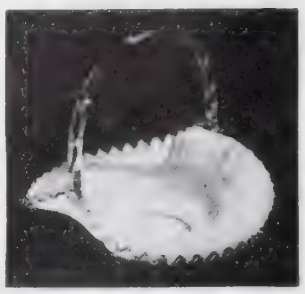
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(*Continued on page* 130)

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I stood...my arms filled with records no longer needed

By Deems Taylor

This, I decided, was a record collection to defy any radio-phonograph ever made!

There was, for example, a battered souvenir that dated back to the earliest days of disk recording. Another had recently been re-made from one of the old cylinders . . . the original itself worn almost through the wax in many places. Another was newer, but made of untried materials. Two others were chosen because the compositions were notoriously hard to reproduce.

Even the Meissner, I thought, will be lucky to get anything worth while out of *these* five . . .

And now I stood . . . my arms filled with unneeded records. For the first few bars of the very first record had proved the truth of all those amazing things I had heard about Meissner reproduction. From the seemingly uninspired surface now came a wealth of tone that I had never heard there before . . . clear, precise, colorful. And, record by record, the evidence mounted. It was the most convincing tonal demonstration I had ever heard.

☆ ☆ ☆

Deems Taylor, distinguished composer, critic, author and commentator, had just been listening to the only Meissner radio-phonograph in existence — the final laboratory model perfected just before war turned all of Meissner's skill and knowledge in electronics to the manufacture of vital military equipment. This priceless instrument is now on loan to Mt. Carmel High School, in Meissner's home community.

Luxurious counterparts of the Meissner, however, will bring postwar riches to all who enjoy the good things of life . . . to all the lovers of artistic perfection who have long been irritated by the "missing elements" in much of today's recorded music.

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HOUSE BEAUTIFUL

THE MAGAZINE DEDICATED TO THE BUSINESS OF GOOD LIVING

Vol. 86 DECEMBER 1944 No.

• Cover, a plant window on Christmas morning, painted by Witold Gordon

CHRISTMAS—AND HOW TO ENJOY IT

It's Not Really Christmas Without Children
It's Fun to be Hostess to the High Chair Brigade . . . 50
Put Stars in Their Eyes with this Christmas Party . . . 52
This Is One Party Where the Hostess Has Fun . . . 54
Are You Sure You Can Trim a Tree? . . . 56
A Million Mail Orders Can't Be Wrong
An Inspired Tip for Aunts and Uncles
Father Ignores Christmas
Stuffing and Nonsense!!! . . . 66
Make It a White Christmas

DECORATING

You've Asked These Questions About Tables . . . 64
Necessity Can Be the Mother of Distinction . . . 68
It's a Snap to Keep These Ruffles Clean

GARDENING

Double Your Garden Space with Ground Covers . . . 72
What Can a Garden Mean to You?
Why Does "All America Selections" Mean Better Gardens? 76
The Right and Wrong of "Garden Giving" . . . 136-
The Log of the Practical Gardener

HOUSE BEAUTIFUL'S HOME PLANNERS' STUDY COURSE

The Miracle House Myth . . . 78
Skin-Deep Remodeling May Be All Your House Needs . . . 80
A Little Remodeling Can Cure a Lot of Bad Planning . . . 82
Exercise No. 1 for Developing Architectural Taste . . . 84

HOUSEKEEPING AND MAINTENANCE

House Beautiful's Housekeeping Recipes . . . 139-

OTHER FEATURES

Window Shopping . . . 16-36 130-
Some Home Truths About Housing . . . 62
How Good is Your Social Conversation?
If You Are Not a Stickler for "Safe" Gifts
Dear E. G.

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Managing and Garden Editor

RUSSELL RYPSAM
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PATRICIA GUINAN
Window Shopping and Nursery Furniture

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"Girl with a Future" Department

FLORENCE PAINE
Housekeeping and Appliances

RICHARD A. HOEFER
Business Manager

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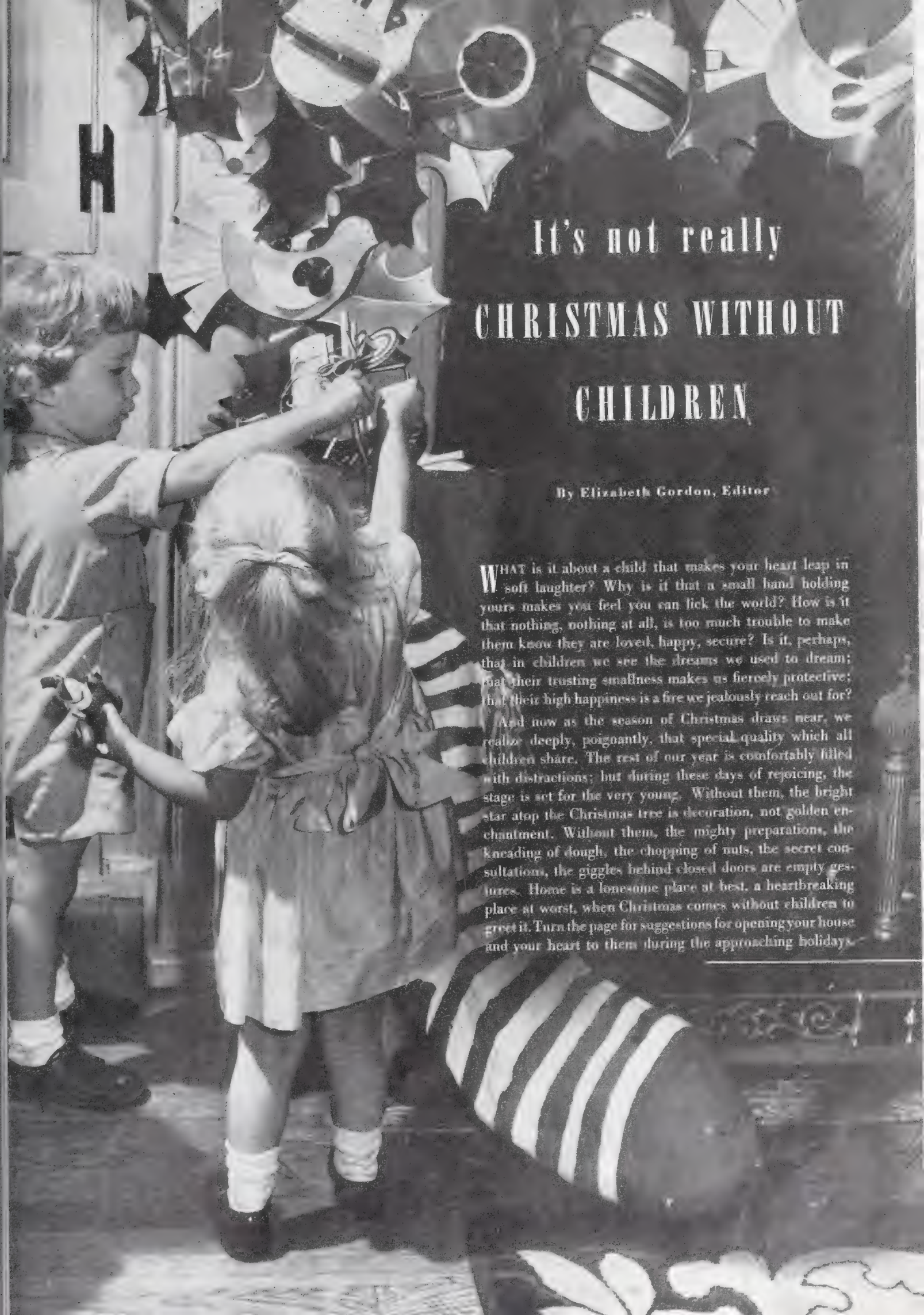
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It's not really CHRISTMAS WITHOUT CHILDREN

By Elizabeth Gordon, Editor

WHAT is it about a child that makes your heart leap in soft laughter? Why is it that a small hand holding yours makes you feel you can lick the world? How is it that nothing, nothing at all, is too much trouble to make them know they are loved, happy, secure? Is it, perhaps, that in children we see the dreams we used to dream; that their trusting smallness makes us fiercely protective; that their high happiness is a fire we jealously reach out for?

And now as the season of Christmas draws near, we realize deeply, poignantly, that special quality which all children share. The rest of our year is comfortably filled with distractions; but during these days of rejoicing, the stage is set for the very young. Without them, the bright star atop the Chrismas tree is decoration, not golden enchantment. Without them, the mighty preparations, the kneading of dough, the chopping of nuts, the secret consultations, the giggles behind closed doors are empty gestures. Home is a lonesome place at best, a heartbreaking place at worst, when Christmas comes without children to greet it. Turn the page for suggestions for opening your house and your heart to them during the approaching holidays.



This is an absorbing game, as Judy's pink-pantied rear view proves. Mrs. Bates made a cardboard chimney, covered it with red brick paper, cut out a door at bottom. Half-pints toss in Santa Claus bean bags, watch them pop out opening



Until the very young get used to you and a strange house, ease them into the swing of a party with group playing. Here, Mrs. Bates shows how to model clay. But organized games should be the exception and last but a few minutes



Another good "break-the-ice" game for the newly de-diapered gang is throwing a soft play-pen ball around a circle. From the looks of things, we wouldn't be surprised if, in later life, Tommy were bombarded with offers from major leagues



Sheldon is an enchanting child with a fairy tale quality and a trick of looking at grown-ups with disconcerting gravity. But right now she's busy getting down to the fundamentals of any party—ice cream and cake! Scrambled eggs, bacon, and milk came first. At right is Missy, member of the "I-want-to-be-alone" school

It's not really CHRISTMAS WITHOUT CHILDREN

PHOTOGRAPHS BY F. [illegible]



And this is Ellen, a fledgling with a mind of her own. Blond Susie, the rag doll, was perched on a rocking horse minding her own business. But Ellen had other plans, wanted to check up on her size



Oh, dear! Down they go, tumbling the gay packages heaped around the popcorn-garlanded tree. Ellen, true to her age group, prefers to take her fun where she finds it. No organization, please!



Who's biggest? She's got the edge on you, Ellen—but how could a doll be taller than a three-year-old! It's not exactly humiliating, but worth having looked into

It's fun to be hostess to the HIGH-CHAIR BRIGADE

By
Patricia Guinan
and
Sara Little

Let toddlers alone and they'll go home convinced that you're a fairy godmother. Helen Bates, the Partymaker, sticks to her guns on this rule and the parties she runs are proof of genius. Look at these pages and see for yourself





And here's the grand finale. A drum for each rosy child, all filled with party favors. Now Judy looks just like her Daddy with the soap bubble pipe stuck in her mouth. Susan, on her left, is youngest guest, but she doesn't miss a single thing



First-graders are apt to jump from tongue-tied shyness into hysterical hilarity. To bridge the gap, Mrs. Bates started them out in a circle, singing "My name is such-and-such, Who are YOU?" and pointing at random to another little guest



Next, they are given slips dividing them into two teams. One side had Christmas trees, another had Santa Clauses. Then they were all set to start this nerve-wracking raisin relay game. Props were raisins, little paper nut cups, and tooth picks



Put stars in their eyes with this CHRISTMAS PARTY

Six-year-olds are wonderful. Their sense of humor is uninhibited; their capacity for cutting up is enormous. Hoodlums one minute, angels the next, they are harum-scarums with halos. Give them a party and join in their fun



1



2



It's not really CHRISTMAS WITHOUT CHILDREN



PHOTOGRAPHS BY F. HENLE



Blond Linda Ogilvie, of Scarsdale, New York, is truly a Christmas child, because she was born on December 25th. This is her party, so she opens her gifts, tries on one of them—a Red Cross outfit

Left: A game progresses that would make any party a roaring success. The children start with an enormous package that grows smaller. The interested Santa in the background is from Staples & Smith

Below: Linda's the lucky one. She had it when the music stopped this time so she unwraps. Record starts again so she gets rid of it. At left, is Dexter, caught in the middle of a real belly laugh



1
A child of each team is dressed in a Santa mask and holds a gay stocking. Then it becomes a relay race. First side to fill the stocking with nuts, favors, fruit, etc., is the winner!



2
Less hectic, but just as exciting, is the guessing game. Mrs. Bates holds a tray of favors. Every child has a chance to go out, returns to guess what pals chose, then he keeps favor

3
Oh Boy! Food! Peter urges his more sedate hostess, blond Linda, to step on it. Party sandwiches, ice cream, and birthday cup cakes, each with icing and with candle, are wonderful

Turn to page 127 for rules and other games to play



You need never worry about children this age enjoying themselves. You provide hospitality, good games, and they'll take care of the fun. The Pass-the-Shoe game is like Musical Chairs



The Costume Relay is a race that leaves even adult spectators with bitten nails. One child from each team is the model, stands with a full suitcase in front of her. The point is to dress each in outlandish clothes—but fast!



Muffled in a coonskin hunting cap, gloves, muffler, and huge tweed jacket that Mrs. Bates resurrected from somewhere, Susan is having the time of her life, even though she can't see



Below: Singing carols is always fun, always part of any Christmas party. This group may not qualify for glee club, but they make up in feeling what they lack in tone. Buffy Stevens, piano-playing hostess, accompanies her pals with gusto. And look at pig-tailed Susan's earnest concentration



Whether you're ten or six times that, you'll want to try this yourself. Pie plate, grapefruit, handkerchief, and a steady head are all the props needed. Object: to pick up hankie with mouth



Whoops! Off rolls the wobbly grapefruit and Barbara's out. Children never get bored, Mrs. Bates says, if you start new game before they're tired of old. Christmas tree stars from Eve Brueser



It's not really CHRISTMAS WITHOUT CHILDREN

THIS IS ONE PARTY where the hostess has fun

Who said that ten-year-olds don't like parties! Too often mothers agonize over the work connected with festivities, rationalize that the strapping child would vastly prefer a matinee or movie outing. However, these pictures speak for themselves





Crepe paper tapes make two aisles on a carpet, and the stage is set for a desperate struggle. Again it's a relay, but the point is to blow a ping-pong ball along by using a soda straw. And it's no cinch!



The ping-pong game was such a success that Mrs. Bates pulled another relay out of her hat. Small nut cups are filled with pea beans. You draw in through straw, hold one by suction; deposit it in empty cup



The decoration of the dining room is vaguely sophisticated for this party, as befits the guests' advanced years. But when chocolate eclairs are passed, to heck with acting grown-up. Being ten is too darn much fun

Turn to page 127 for rules and other games to play

ARE YOU *Sure* YOU CAN TRIM A TREE?

A box of glitter and your own exuberant holiday spirits are not enough. Tree trimming is a decorative art. Practice it with imagination and you'll learn a lot about making your home beautiful



By MARION GOUGH

On the first Christmas day, so the legend goes, the trees of the earth burst forth in fruits and flowers, and the happy world rejoiced. That is why we ornament the Christmas tree. It stands for beauty. To the enchanted eyes of our children it should be a fragrant, glittering miracle, the most beautiful sight in all the world—and the loveliest tree on the block. And for grown-ups, into whose busy hands falls the making of this miracle, it can be a personal, satisfying symbol of beauty that they have created for the joy of others, an adventure in imagination.

But how beautiful, how imaginative *is* the usual Christmas tree? When we cry jubilantly, "Come and see our tree!" have we something that visitors can honestly admire? Or have we simply confirmed the rather widely-held opinion that "when you've seen one tree you've seen them all"?

This largest, most important item of Christmas beauty is just like any other decoration. Its effectiveness depends on scale, balance, good taste, and freshness. Sentiment—and we're all for sentimental tokens as long as they're beautiful—glamorizes the whole exciting ritual of tree trimming. But cherishing the old can turn into blind habit and you may go on, year after year, hanging the same stars and angels, the same baubles, the same tinsel, without even noticing that their luster has worn dim and dusty with time. You may have forgotten that as your youngsters grow up, their tree needs color and design in addition to the glitter that held them spell-bound when they were very young. Whatever the reason, your tree just isn't pretty any more. It needs something fresh and new and bright.

Suppose you can't find new ornaments in the stores. So much the better for originality. Make your own from scraps of paper—bright-hued butterflies, giddy fish, peppermint-striped horses, like the ones that delight the little girl across the page. Or carry out the legend to the letter and tie on the tree's branches paper flowers and artificial fruit. Turn the page and you may be inspired to dress up a tree with gay holiday favors and garlands of paper lace. Or, if yours is an adult household, satisfied to enjoy the tree's glitter without touching it, polish up your small pieces of silver and china— (*Continued on page* 58)

COLOR PHOTOGRAPH OPPOSITE BY BAUMAN & GREENE





ARE YOU SURE YOU CAN TRIM A TREE?

Yes, Christmas trees *can* be different! The china collector—or anyone whose cupboard boasts a family of little porcelain figurines and demi-tasse cups—could trim a small tree with their glitter. Add extra sparkle with silver spoons, and double its distinction by setting it against a mirror background.

Mrs. Richard Neblett, who dressed these trees, knows how to make tree-trimming personable. Her own, designed for her Victorian living room, is garlanded with lace paper doily edging, clipped and pasted to form a serpentine chain. Size of the edging is graduated from top to bottom.



COLOR PHOTOGRAPHS BY BAUMAN & GREENE

demi-tasse spoons and cups and tiny figurines—and add their sparkle to the green boughs.

Don't be afraid to experiment with homemade tree trimmings. If your first cut-out paper birds look more like bombers, try again. You certainly can't lose much more than paper scraps. And you're bound to gain a keener slant on decoration in general through this pleasant exercise in scale and design. Nothing improves your critical sense in matters decorative like actually making things assume size, shape, and color contrast. And after you've mastered the flat, two-dimensional paper ornaments, you'll confidently tackle more elaborate three- (*Continued on page* 110)

A MILLION MAIL ORDERS CAN'T BE WRONG

Here's a different kind of article on How to Buy a Gift. It tells you exactly what makes a gift successful and lists forty-six suggestions on which you can't go wrong. Information is based on Window Shopping items that have been most popular



By PATRICIA GUINAN

Acres of articles have been written about gift buying. So it would seem that any further discussion of this subject would be a rehash of all the well-worn platitudes. However, because of our Window Shopping department, and because of the hundreds of thousands of families who order from it, we have developed a valuable perspective on what people like and buy for themselves, and what it takes to make a gift a winner. . . . For some types of merchandise are definitely more popular than others. We'd like to let you in on this information, because, if you know the qualities that make for fast-selling merchandise, you will be in a better position to choose gifts with a universal appeal. We shall tell you what some of these qualifications are. Then we shall give you specific examples of gifts that have these characteristics.

Assuming such essentials as the right price, the intrinsic worth of the item and its suitability for the person for whom you are shopping, gift merchandise becomes more desirable if it has one or more of these features:

Monogrammed things sell wonderfully well. The reason for this is two-fold. The recipient is flattered by the realization that the gift was not an eleventh-hour purchase. And it is a proven fact that most people love to see their own names on possessions. A good example of the added sales impetus personalization gives is the case of glass "tiles" for hot plates. One set we know of is monogrammed. Another, whose function is the same, is not. The sales of the first have been fabulous. Those of the second, below average.

Anything musical is destined for success. Children's items afford more opportunity to include a musical feature, but it adds popularity to adult merchandise as well. Perhaps the most striking example of the phenomenal appeal of an item that is *both* musical and personalized is shown in a child's musical mug. It plays a tune as he drinks his milk, and comes hand painted with his name.

An article with more than one use is a better seller than one whose talents are limited. Hence, coasters that can double as ash trays, paper weights that are also picture frames, painted trays that can be hung on the wall, all receive enthusiastic response from consumers because of their versatility.

Gifts that make life easier are in demand today when most houses are managing without servants. That's why you buy place mats made of material that needs no laundering, why you see a lazy susan on so many tables, why buffet servers that keep hot food piping, cold food frosty, are so universally purchased.

Finally, for all the countless gift items that do not fall naturally into the classifications mentioned, but which are none the less successful, there are two basic features which will account for their sales appeal. These are *Effect* and *Quality*. When you go out to buy an inexpensive gift, (*Continued on page* 91)



FURNITURE, YOUNG BOOKS; RUG, ALDON BEAUTY-TRED; CLOTHES, MARY LEWIS; CHINA, CAROL STUPELL

AN INSPIRED TIP FOR AUNTS AND UNCLES

For that niece of yours whom you dote on, we suggest starting her off on her own add-a-piece tea set, a lovely one of fine china that will grow up with her

By GLADYS B. BURGER

Aunts and uncles are the lucky ones. They are the guardian angels who get the bear hugs and the giggled confidences of their brothers' and sisters' children. Let mothers and fathers worry about their problem offspring. The hierarchy of aunts and uncles can ignore wet diapers, asthmatic electric trains, and arithmetic posers.

In this enviable position, a star-studded relative can be an important factor in a niece's life. We've talked a lot about "give her beauty early and she'll have taste as a woman." Now we suggest a tangible follow up—an "add-a-piece" tea set. With her own china, a little girl will learn how to care for fine things, and by the time she is grown she'll have a complete service for her hope chest. It should be worthy of a treasured place among her possessions. So be sure to choose from a fine open stock service. Four cups and saucers, with teapot and sugar bowl, make a good starter



FATHER IGNORES CHRISTMAS ★

"Commercial bunk"—that's what all the hullabaloo of Christmas amounted to. And Father insisted that his own house be kept sacrosanct against it—until . . .

By Zulma Steele

Mother had come to dread the time of year between Thanksgiving and Christmas. She remembered wistfully, sometimes, that in her youth it had been fun. Her home town in Illinois had made a carnival of preparations for the holiday. Decorating the church with pine boughs and red candles. Tying bright balls of color to the six-foot Christmas tree. Cooking gingerbread men and spun-sugar angels, hot mince pie, and a spicy pudding. Even here in Connecticut, where Father had settled her and their brood of three, similar preparations were carried on in other homes.

But not in Father's house. Oh, no! He had more than the usual masculine disdain for sentimental occasions. All his married life Howard had nourished a feud against old St. Nick and his genial trappings. "I will *not* have my home turned into a circus," he declaimed loudly, "just to satisfy the advertising campaigns of a lot of department stores. Trading on American sentiment! Commercial bunk!"

This speech with which Father invariably ushered in the jolly Yuletide had, of course, little to do with his substantial contributions to community funds and family presents. But Mother had learned to camouflage such painful evidence of the season as tinsel, tissue paper, and red ribbon.

One year, to be sure, in a fit of feminine coyness, she had tacked to a doorway a spray of mistletoe and in a becoming flowered housecoat, with graying hair neatly brushed and head tilted provocatively, had taken a stand beneath.

"What in the devil's the matter with you?" Father demanded, his attention arrested in spite of himself. "Stop simpering like a parlor maid." He yanked her affectionately to him. "Look," he said, "if I want to kiss you, I'll kiss you—and no mumbo-jumbo about it."

Whereupon he proceeded to do a thorough job of it, to the smacking delight of their small audience of three.

That had been Mother's last attempt to decorate their home for the holiday. The family made up for it by a yearly expedition to Aunt Anna's, who always welcomed them with a fine confusion of greenery and presents. That helped. Even though Howard invariably retired on arrival to the den of Uncle Joseph where the men embarked upon a day-long toasting with which they hailed, and drowned in jubilance, each Christmas day.

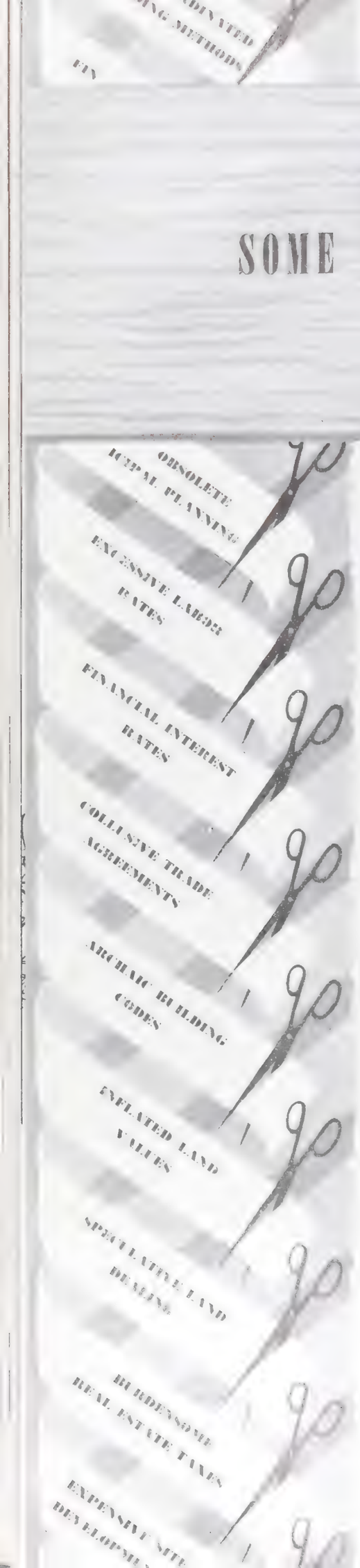
This year, however, there would be no pilgrimage to Aunt Anna's. Wartime transportation made that out of the question.

"How shall we celebrate, Howard?" Mother asked innocently.

"Celebrate? Why, by doing our jobs as usual, I expect," said Father, with virtuous emphasis. "That's what the boys up front will be doing."

Mother thought briefly of her young brother Harry, now steaming in a Pacific island jungle, and of the letter she (*Continued on page* 124)

SOME HOME TRUTHS ABOUT HOUSING



Nothing is more fascinating than planning your future home. But in order to have that home you must see it in the large frame of the national housing picture. This is not easy reading. It deals with facts, often dull. But they're facts you must know.

Americans are a strange breed. The success story of the Alger hero is the accepted pattern on which to model a personal career. But the abode of the Alger hero has been distinctly his own affair. We have become so wedded to the aphorism of "man's home is his castle" that we are blind if that castle is a dilapidated shack. Just what percentage of chance does the inhabitant of a shack *really* have to duplicate the Alger saga?

Our social philosophy which concerns itself with living conditions has developed at snail's pace. With all our social gains we have been strangely laggard in the matter of getting our citizens under decent roofs. The nation that broke western plains, criss-crossed the continent with steel rails, carved highways through arid deserts, and flung gigantic spans across swirling rivers unaccountably has been content to let a large portion of its population dwell in structures once removed from the hutch. Man's house—that fixed abode which by the warm alchemy of association becomes his home—stands today among the least prosperous of his creations.

What are we going to do about it—*now?* This question is so striking, its challenge so imperious that we, the everyday citizens of this great country, no longer can ignore it. We must *face the facts*, many of them dull or tedious, which must be faced, adjusted, geared together in order to bring forth more perfect homes, neighborhoods, cities, towns, and rural communities. We must *understand* the goal:

To provide homes at lower cost, so as to bring them within reach of families with incomes under $2,000 a year.

To provide stability of values of all homes.

To place all homes in a milieu of convenience, prosperity and pleasurable surroundings.

Then we must act, as citizens and dwellers in houses, to make the goal a reality. All of us. Everywhere.

Out of 37,325,470 dwelling units which exist today in the United States, 14,000,000 are without a flush toilet; 12,000,000 are without private bath tubs; almost 11,000,000 have no running water. The welcoming light in the window of nearly 8,000,000 American homes must be an oil lamp, for they have no electricity. In 1940, 6,413,727 homes needed major repairs, and the job of repairing them is so expensive in the majority of cases

By DOROTHY ROSENMAN

Chairman, National Committee on Housing

Author of the forthcoming book, "A Million Homes a Year"

hat it may be uneconomical to attempt t. Those are facts.

The advance ranks of the huge, tan-alizing housing market that looms fter the war are members of the lower-ncome groups, yes. In 1941, 41% of he non-farm families in the United States earned less than $1,500 a year. They are the primary housing con-ern of the nation, certainly. But the urgent demand for good housing is ot limited to them.

The drama of the misery of the lives of people who have lived in slums as focused public attention upon them. *The slums are but concentrated exag-gerations of the difficulties faced by people who live in rural areas and in many of the older sections of the small, middle-sized and large communities of this nation, of people who live in suburbs which did not heed the warning presented by unplanned cities and find themselves cut off from services essential to decent living and well being.*

"Nice" people also have housing roubles—plenty of them.

People have been moving out of cities to the suburbs for a good many years. Between 1930 and 1940 the suburbs of the nation grew 15.1% in population, while cities increased by only 5.1%. Why? Could it be because the neighborhood about their houses did not meet comfortable living requirements? There isn't adequate space in our cities in this motor age—space for drive- (*Continued on page 99*)

Dedicated to
BETTER TOMORROWS

HOW TO GET HOMES AT LOWER COST

In 1942 half the families in the U. S. earned less than $2,000 a year. In 1943 only 7.5% of the single-family homes purchased were bought by families earning between $1,000 and $1,499. So it is obvious, if we are to provide houses for those who need them, we will have to produce houses at *much* lower cost. This means reductions all along the line, changes in methods of purchase, distribution, maintenance. For example:

1. Get the construction cost down.

a) Through lower distribution costs of materials which could flow directly to owners, eliminating middle-men.

b) Through abolition of propped prices for materials in relatively non-competitive industries.

c) Through abolition of forbidding building codes restricting use of certain materials or methods and perpetuating obsolete methods and materials which have been improved upon.

d) Through using labor-saving devices in building.

e) Through the establishment of an annual construction wage for workers in this field.

f) Through the establishment of a uniform measure to be used by all other producers of building materials, so lengths will be uniform and small pieces will fit standard lengths.

g) Through using those prefabricated parts which effect savings.

2. Get land cost reductions.

a) By better site-planning which will decrease site development costs.

b) By reducing speculation on undeveloped land and avoiding land booms: forbidding subdividing unless subdivider proves his intent to build, so city services won't be brought needlessly and expensively to new sections which never become well developed neighborhoods.

c) By pricking the bubble of inflated land values in cities, where values are set on possible future use rather than on actual use at time of assessment. Assess at use value only.

3. Pay less for the use of mortgage money.

a) Interest payments on mortgages, lower now than they ever have been, are down to 4½%. They might come to 4%, probably no lower. But, in any case, with lower construction costs and lower land values, the amount paid will be less than formerly.

b) Don't try to get a longer amortization period than 25 years, unless some assured maintenance and replacement contract can be devised to protect all the homes in your immediate neighborhood. Longer amortization periods are also safe for homes built for rent by a corporation that builds for investment and intends to continue operation and keep close watch on maintenance.

4. Lower the cost of real estate taxes.

Communities should not tax for a use which may be made of the land at some future time and for the profit which may be made at that time. They should tax according to present use value.

Municipal services must not be curtailed. In many instances they must be increased and supplied in better quality. But the real estate tax need not bear the major brunt of these costs. Property owners now pay 94% of the cost of running local government.

It is time that a very unpleasant job be done—a job of housecleaning tax distribution. The entire federal, state, and local systems of taxation require overhauling so that all taxes may be collected more efficiently and with greater justice to the services they render and to the several rungs of government.

There are two categories of choice:

a) Collect all taxes centrally and redistribute them to local government agencies.

b) Reshuffle tax sources so that certain sources are placed within the province of federal, state, and local governments.

5. Continue public assistance in low-cost housing until wage scales and housing costs dovetail. Do it *not* as relief but as a regular service of government with respect to general welfare.

6. Just as all departments of housing are combined on the national level, streamline all departments of local government dealing with real estate, building, supervision of building, etc., into one Department of Real Estate, to serve the citizens in anything having to do with housing.

YOU'VE ASKED THESE QUESTIONS ABOUT TABLES



What kind of table can I use in a bay window?

A pie-crust tilt-top table is an answer. Its roundness will complete the circular feeling of the bay window. But don't think that *any* round table will do. It should be broad enough to fill the area.

What kind of table can I use with a Victorian sofa?

Since a Victorian sofa usually has a curved side, a straight-legged table isn't the answer. But at the right you can see for yourself how appropriately an 18th-Century pedestal drop-leaf does the job.



By FRANCES TAYLOR HEARD



If I use tables at each end of my sofa, must they match?

No. See left. Your eye isn't one whit disturbed by a sofa flanked with one oval table and one rectangular. Shelves in table at right store magazines. But heights and overall scale *should* match.



What kind of lamp table can I use between two overstuffed chairs?

Try a revolving drum table. Its roundness makes it a more graceful go-between for two heavy chairs than a square or rectangular table would be. Turnability makes the things its holds accessible to both.

What kind of tables can I use with a studio couch?

You want tables to build up the ends of a studio couch, taking the place of the arms it lacks. A pair of solid chests, several inches higher than the couch, do this and add storage space.



Our reader mail reveals that it's a rare lady who hasn't a table problem. Here are some suggestions and our answers to six specific table questions that you've asked us in the past few months

An occasional table has to *do* something besides look pretty. Fine wood, good style, excellent construction are all as nothing if the table doesn't hold the lamps for the sofa so that you can read comfortably by them, or if it isn't wide enough for the assorted smoking paraphernalia by the easy chair. A coffee table is a hazard if you have to bend in half to reach it from the sofa, or if it isn't long enough to service both sofa ends.

You can't choose a table for itself alone. You have to think about its size, shape, and scale in relation to the furniture it's going to work with. An end table should be no higher than the chair or sofa arm. Height and top surface of a lamp table should be in proportion to the size of the lamp you'll set on it. If your sofa is broad and low, flank it with tables that match its sturdiness. The fragile-looking tables are for delicately scaled chairs and sofas with slimmed-down lines. And tables don't have to be of the same period as your other furniture, or of the same wood, as long as there's a similarity of scale and character in all the pieces in the room.

DRAWINGS BY
HARRIE WOOD

What kind of table can I use in the corner of a room?

Besides endowing you with loads of parking surface for books, bibelots, and whatnot, a tiered table is a fine dresser-upper for an airy corner, since its shape fills in the empty space from the floor up.



STUFFING AND NONSENSE!!!

For Christmas, that sugarplum among feast days, you parade forth your rarest recipes and dulcet wines. But play hot against cold, sweet against tart, spicy against bland, and a new deliciousness pervades the feast

by M. F. K. Fisher
AUTHOR OF "HOW TO COOK A WOLF" AND "THE GASTRONOMICAL ME"

When Timmie Willie, in Beatrix Potter's famous story, dropped in unexpectedly from the country on his cousin Johnnie Town-Mouse, he was astonished to see that every day was a feast for that sophisticate. "The dinner was of eight courses," he observed with awe. "Not much of anything, but truly elegant!"

How stylish he felt! And how soon he longed to go back to his sandy little burrow, to nibble on an herb pudding for supper, and perhaps a strawberry—except at Christmas, of course!

Men are like mice there, too! Christmas is the royal day in our gastronomical calendar, the one time when caution, financial as well as digestive, is blandly ignored; the one time when a rich procession of rare dishes, our proudest kitchen-tricks, marches triumphantly down the table laid with finest damask, silver and crystal most dazzling. . .

Unlike Johnnie Town-Mouse, whose cook was probably a staunch Victorian and fully expected all his gentlemen to die of gout, we feel that four or five courses, artfully planned and as artfully prepared, are more "truly elegant" than his eight, which were "not much of anything." We use the standbys of the festival: turkey, stuffing, plum pudding. But we play one course against another in such a way that clear follows cloudy, cold hot, bland tart, and everything tastes newly delicious and exciting, and there are no regrets for a feast too well enjoyed.

We read again our own files of recipes and pull out three or four too rare for daily use. Then we look in Escoffier; in the Wine and Food Society's booklets on Fish, on Sauces; in what Mrs. Rorer has to say about ice creams; in that old St. Andrew Guild pamphlet with "Receipts for Dressings" starred by Grandmother's neat hand. (One, to be sure, has *Nonsense*!!! written in the margin.)

When the menu is finally decided on (with proper respect for the cook's capabilities, too!), we make a copy for each guest, something to be signed by everyone and tucked away wherever people keep such frail mementoes of shared pleasure. Stripped of the usual (*Continued on page* 120)

COLOR PHOTOGRAPH OPPOSITE BY LMELIE DANIELSON



• Christmas is the happy feast of candlelight and glitter and tables laid with damask to gladden the eye and everything that's toothsome to pleasure the palate. Mrs. Frances T. Heard, HOUSE BEAUTIFUL'S Home Furnishings Editor, has a Christmas tree on her table, a tiny arbor-vitae, laden with crimson balls. And all this gay trim is within the reach of anyone who owns a damask cloth and a pair of scissors! For holly-red suede paper, cut out in discs, makes the centerpiece and place mats, and the candle holders are masked with cut-out paper stars. Napkins and a joyous sprig of evergreen for every guest are laid on plates of Wedgwood's Queensware in the embossed grapevine pattern. Except for the oyster forks, the sterling is Reed and Barton's slender-shafted "Fragrance" pattern. If you can't find oyster forks, temporize with salad forks for the oyster course, or substitute a salad for the bivalves. Fostoria glasses for water and the festive wines from Bloomingdale's, N. Y. C. Candles, Will and Baumer's "Princess Waxels"



Suppose you don't like Spanish arches, dark beamed ceilings, and stark white walls. In this living room they were ingeniously banished. Draperies squared off the doorways, ceilings were painted white, and walls were colored. A Colonial mantel covers a severe Spanish fireplace.



According to the rules, Spanish houses call for a rather chill elegance—heavy oak, wrought iron, brocade. But Mr. Hornblow's dining room shows how so simple a thing as a repaint job warmed up the atmosphere, made it a background for French Provincial fruitwood and chintz.

By
MARTHA DARBYSHIRE

NECESSITY CAN BE THE MOTHER OF DISTINCTION

Disadvantages often produce a more charming house than building from scratch, because architectural drawbacks and not-so-good features dare you to do the unexpected, by-pass the obvious

Dissatisfaction makes for progress. And that's an encouraging thought if necessity has forced you to live in a house that is structurally and atmospherically alien to your tastes. You *can* change what you don't like into something you do like. And it would seem that the greater the demands on your ingenuity, the more charming the results can be.

Arthur Hornblow, Jr., who is the producer of some of Metro-Goldwyn-Mayer's most famous movies, had to live near the studios. He is no man for antique velvet, wrought iron, and the Spanish grandee manner, but the only available house in Beverly Hills was Spanish, so he rented it. It fell to decorator Tom Douglas to make the arched doorways and dark oak ceilings compatible with his client's taste for pewter, pine, and chintz—and to do this without big structural changes. Photographs here and on the next page show how, with paint, fabric and imagination, he erased the haughty Latin atmosphere, substituting provincial warmth and livability.



No mean window problem is the Spanish casement that opens in. In the Hornblow dining room a short valance adds to the provincial feeling, also makes it possible to work the windows without interference.



The house is now informal, but the furnishings are limited to no one period. In the bedroom the bed is modern leather, the chest is French Provincial, figurines are Chinese. Un-Latin draperies are block linen.

MAYNARD PARKER



To confer coziness on this library was an achievement. Yet it was all done with color and Early American furnishings. Even the fireplace was left unchanged, but pewter mugs take it off its high horse. Turn the page. ——→

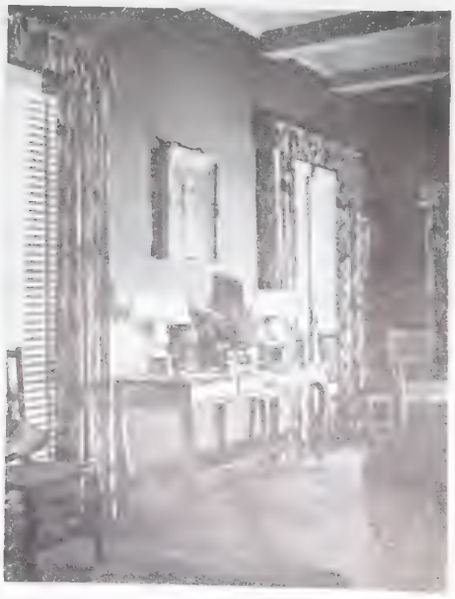
NECESSITY CAN BE the MOTHER OF DISTINCTION





You can't let the conventions shackle you when you're giving your house a new personality. In this living room that started out Spanish the radio cabinet is a French Provincial armoire, the rug modern string.

Mr. Hornblow works in his dressing room at a pine desk. Most of the other furniture is modern rattan. Proof again that the house, while it radiates a warm, provincial air, is no longer bound to any one period.





Far left. Bare walls with an occasional pompous hanging might please a hidalgo but not Mr. Hornblow. The form and pattern of a group like this along the living room wall give interest and intimacy.

Left. The original Spanish accent, built into the house, is still there, but so thoroughly disguised with paint and fabric that you're unaware of it. Modern art, hung in every room, is perfectly at home.

How good is your SOCIAL CONVERSATION?

Does your listening audience grow restless while you tell your best joke, give the wrong answers, yawn out loud? If so, your conversation needs a check-up. Here's how to test yourself

BY
KITTE TURMELL

An ideal conversation is like the perfect cup of coffee that too few take trouble to brew. Both can provide stimulation and relaxation, comfort and cheer—on family and company occasions. Either can leave a bitter taste. Neither should be too hot or too cold, too sweet or too bold, too green or too old.

You can and should measure your conversation as carefully as you follow a never-fail formula for coffee.

To test conversational freshness, answer yes or no to these questions.

DO YOU EVER:

1. Tell your entire life story? YES NO
2. Cite childhood exploits or youthful characteristics? YES NO
3. Glorify mother's cooking or the family homestead or early advantages or ancestors? YES NO
4. Reminisce about school or fraternal experiences? YES NO
5. Express nostalgia for yesterfriends or for your former hometown? (Have you forgotten how anxious you were to get away and meet New People?) YES NO
6. Gloat over past accomplishments? YES NO
7. Alibi for failures or regret neglected opportunities or complain of past injustices? YES NO
8. Dream-talk of the men or women you might have married? YES NO
9. Revive talk-topics of other seasons—or obsolete slang—or aged anecdotes—or dated popular songs? YES NO
10. Describe past possessions or the history of present possessions? YES NO
11. Conduct arm-chair tours of past travels? YES NO
12. Say "I remember when" or "When I was young" or "Stop me if I've told this before?" YES NO

Score 1 for each YES, on the above test. If your score is above 6, fresh-date your conversation. Repetitious talk of the past, that ignores or belittles the present, has no future in any relationship. Conversation, like coffee, is a perishable commodity!

Full-bodied flavor requires good ingredients. Test your talk-blend by answering these questions.

DO YOU EVER:

1. Itemize ailments, sleep or health habits, alcoholic escapades, or adventures in over-eating? YES NO
2. Quote high costs—or bargains or expenses? YES NO
3. Ask impertinent questions or probe an evasive answer? YES NO
4. Dwell on gardening, housekeeping, children, hobbies, art, literature, sports, or other subjects that fascinate you after discovering your interests are not shared? YES NO
5. Review servant shortages or other war-time inconveniences as if they were unique to you? YES NO
6. Brag of successful relatives or celebrity-acquaintances? YES NO
7. Cater to the superior or ignore the inferior in any group? YES NO
8. Make others uncomfortable because of differences in age, ability, economic or social status? YES NO

(*Continued on page* 117)

DOUBLE YOUR



1. Where Sourgum, Hemlock, Rhododendron, Spicebush thrive, in moist shady spots, but not where ground is actually boggy, plant Primroses, Maidenhair fern, Oconee Bells, Partridge Berry, detailed from left to right above. See list of others below.



2. In high, dry woods, among Beech, Holly, Oak, and the like, use the never failing Myrtle, Violets in varieties that do well in your region, Plantainlily (detailed far right). Others that will thrive in similar spots are included in list at bottom.



3. Steep slopes often are more of a problem than deep shade because the soil is likely to be poor. Give a good start to Rock Cotoneaster (far left detail), two Pinks (*Dianthus deltoides* and *D. arenarius*), and Bearberry. Buy last as pot-grown plants.

4. Opposite page, suggestion for utilizing empty ground under and around foundation planting. Details show shrubby Germander (top), Heath, and the always delightful Rose Daphne. Others noted in lists below can well be used in locations like this.

34 GROUND COVERS TO ADD FLOWERS, BERRIES, OR FOLIAGE TO YOUR GARDEN

1. For moist, shady locations (drawing 1): Oconee Bells (*Shortia galacifolia*) with tufted leaves and white bell flowers in spring . . . Partridge Berry (*Mitchella repens*), an ideal small ground cover with twin flowers followed by scarlet berries . . . Primroses (*Primula vulgaris* and *P. pulverulenta*), flower, respectively, in April-May and in June . . . Maidenhair Fern (*Adiantum pedatum*) effective all summer . . . Galax (*Galax aphylla*), stemless evergreen . . . Goldthread (*Coptis groenlandica*), native to Northeast, with white flowers.

2. For high, dry shady locations (drawing 2): Violets, any of the kinds that do well in the region . . . Myrtle (*Vinca minor*), one of the most satisfactory ground covers. Blue and white varieties . . . Baby Wintercreeper (*Euonymus fortunei minimus*), evergreen and hardy . . . Two-leaf Beadruby (*Maianthemum bifolium*), a tiny lily-of-the-valley-like plant; acid soil . . . Plantainlily (*Hosta coerulea*), summer flowers . . . Bloodroot (*Sanguinea canadensis*), for flowers, leaves, fruit . . . Mayapple (*Podophyllum peltatum*), a native

GARDEN SPACE WITH GROUND COVERS

Start, literally, on the ground floor with pint-size plants most people don't know about. James G. Esson, an expert who gardens with his heart and head as well as hands, tells you how to do it

By James G. Esson

When we speak of ground covers, we have become accustomed to think only of the very few plants commonly used to cover bare places where grass won't grow. And when we look at all the good earth beneath trees and shrubs, along banks and along walls—well, sometimes we don't think at all, except perhaps of the weeds that will flourish there if we don't hoe and tidy the soil. We seldom think of the many, many plants that might thrive and nourish themselves there, nourishing our gardening knowledge and faculties at the same time.

For those bare spots on the lawn, we are usually wise when we turn to Pachysandra, because for the purpose it is often ideal. True, it is, at times, attacked by scale and it is scorned by some as too "suburban." Such critics will turn to English Ivy (*Hedera helix*) or Myrtle (*Vinca minor*). All three are good, though all have been overplanted to the point where they seem equally plebeian.

But for the rest of our garden space, those areas of good rich earth beneath the bigger plants or in out-of-the-way places, there is a multitude of kinds from which to choose. (*Continued on page* 138)





DRAWINGS BY HARRIE WOOD

5. Dress wall bases, in sun or shade, with ground-covers, too. Those shown in detail from list #5 are *Rosa rouletti*, a real, everblooming, but tiny rose, Lily-of-the-Valley, for the shady wall, and Pachistima, shrubby evergreen that should be better known.

3. For open banks and slopes (drawing 3). Bearberry (*Arctostaphylos uva-ursi*), low evergreen. Stands light shade . . . Cotoneaster (*C. horizontalis*). Buy pot-grown plants . . . Thyme (*Thymus serpyllum*) evergreen carpet, purple flowers all summer . . . Sargent's Chinese Juniper (*Juniperis chinensis sargenti*), prostrate evergreen . . . Pinks (*Dianthus deltoides* and *D. arenarius*), like sandy soil . . . Bugle (*Ajuga reptans*), creeper, stands light shade . . . Allegany Sand Myrtle (*Leiophyllum buxifolium prostratum*), low evergreen.

4. For "facing down" your shrubs (drawing 4): Germander (*Teucrium chamaedrys*), small shrubby plant with rose flowers all summer . . . Heath (*Erica carnea*), rosy purple flowers in early spring . . . Rose Daphne (*D. cneorum*). Fragrant pink flowers in spring and fall. Protect from February-March sun . . . Lavender (*Lavendula officinalis*), for June flower scent, gray foliage . . . *Mazus japonicus* for partial shade; blue flowers early summer . . . Scotch Heather (*Calluna vulgaris*), old favorite, purple August bloom.

5. At base of walls, against steps (drawing 5): Lily-of-the-Valley (*Convallaria majalis*), shade, likes leafmold . . . *Rosa rouletti*, sun, pink blooms through summer . . . *Pachistima canbyi*, small, neat evergreen . . . Candytuft (*Iberis sempervirens*), evergreen; likes sun; white flowers in late spring . . . *Daphne petraea*, 6", fragrant pink June flowers . . . Mathush Wirevine (*Muehlenbeckia axillaris*), distinctive matted, much branched clumps . . . Ceratostigma (*C. plumbaginoides*) blue flowers resembling leadwort from August to frost.

PHOTOGRAPHS BY MAYNARD PARKER

BY
IRENE MOORE



Right: Alcove is edged with washable eyelet ruffle. Attached to wall with dressmakers' snap tape, it's easily removed. Ribbon run through eyelets conceals tape

Center: Snap tape attached to wall with tacks, sewed to ruffle. Wash tape and ruffle before use to avoid unequal shrinkage. Lampshade slips off for laundering

Bottom: Mrs. Burgess made flowered wallpaper practical for bathroom by installing glass splashboard behind washstand. Its skirt is water-proofed chintz





It's a SNAP to keep these ruffles clean!

Snap-on-and-off ruffles and frills pose no cleaning problem, launder easily as hankies

You'd think that a busy career woman would be the last person to permit ruffles and frills in her scheme of things. But Mrs. Ernest C. Burgess (she's Decorator Felicite Reynolds, of Winnetka, Illinois) doesn't believe in foregoing things she likes just because keeping them clean demands work. She believes in having them and simplifying the work.

So she designed all the frills in her own house for easy upkeep. Dressing table skirts, lampshade covers, and wall ruffles are all washable, and it's simple to detach them from their moorings. See the pictures to learn how it's done.

WHAT CAN A GARDEN MEAN TO YOU?

"No occupation is so delightful to me as the culture of the earth, and no culture comparable to that of the garden. Such a variety of subjects, some one always comming to perfection, the failure of one thing repaired by the success of another, and instead of one harvest a continued one through the year . . . Though an old man, I am but a young gardener."

—Thomas Jefferson, 1811

Let's say you, not Jefferson, wrote the Declaration of Independence; that you were a great statesman, your country's minister abroad for many troubled years; that you were one of America's great architect's; that you were an inventor, a farmer, something of a botanist, a scholar, and a man of letters. That you had been governor of your state and president of your nation. Let's say that when you had reached your three score years and ten, you could look back and find that your garden had been your greatest delight, that you were still, after a full and richly varied life, a "young gardener."

How would you, who had made clear so many things to so many people, explain that?

Since you were one of the most practical of men, as well as one of the most visionary, perhaps you would jot down on the back of an old envelope a simple analysis. You would draw a line down the middle, and on one side you would put all the tangible things a garden represented—all the concrete things gardening could do for you. Opposite them, down the right-hand side, you would put the intangibles. Then you would add them all up and that would be your answer—something like this:

WHAT MY GARDEN DOES FOR ME

THE TANGIBLES

• A garden gives me beautiful flowers. It returns to me—for an investment of small time, effort, money, and a few homely seeds—plants and blossoms that delight my eye, that brighten and adorn my home, that give pleasure to my friends.

• A garden gives me health. It exercises my muscles, reduces my waist line, stirs up my liver, clears my head by the good air it makes me breathe in out-size doses.

• A garden gives me food. While I don't need it to keep my family or me alive, I need it to show me how God intended some of the fruits of His earth to taste. It nourishes me twice: once in the growing and once in the eating.

• A garden increases the worth of my house. It is one of the best sales arguments I could produce if I had to sell my home. It not only makes my house look better; it makes it actually better—as an investment, as salable merchandise.

• A garden is part of the education of my children and the entertainment of my friends. It is as real as the schoolhouse down the road, as valuable a social adjunct as a bridge table, or a talent for playing the piano, or a good silver pattern in my dining room.

• A garden improves the earth. It keeps rain from running down the drains and to the sea. It keeps, however modestly, the balance of natural elements in the soil to a degree which, multiplied a billion times or so, keeps the world turning.

THE INTANGIBLES

• A garden is what I make it. It is my own creation. Its beauty, before I came along and unfolded it, was discernible to nobody. I might, of course, invoke beauty in other ways; but in no way can I "put it on record" so freely or so directly.

• A garden gives me relaxation. Relaxation, they say, is merely work that you want to do. My garden is the kind of work that prepares me for earning a better living.

• A garden explains to me the laws of nature's increase. It teaches me that, smart though I may be, nature is smarter. It bids me husband the soil because, if for no other reason, I can thus have a share in the earth's replenishment.

• A garden increases my worth in my own eyes. It makes demands upon my pride and therefore nourishes my pride. A bad putt on the golf course may be an accident. A sloppy garden is a reproach to me as a craftsman and as a person.

• A garden exposes my children to beauty, as well as to certain natural truths which some day they will understand. It adds to the sum of their knowledge. It broadens the horizons of their life. It enriches the background against which they and I stand before our fellows.

• A garden delights my soul. I don't have to be told that it is a good thing, any more than I need be told that a sunset after a storm is good. If I did not have a garden, I might not miss it. But having it, I know my life would suffer if I lost it.

Maybe this is what you'd write on the back of your envelope. Then you would put the envelope back in your pocket and go on about your work of earning three meals a day in the Executive Mansion—or an office or a factory or a kitchen. But perhaps you would know better now, if some skeptic should ask you, just why you had a garden.

WHY DOES "ALL AMERICA SELECTIONS" MEAN BETTER GARDENS?

Each year, in trial gardens the country over, the most promising new flowers, vegetables, roses are tested and judged by experts. When you buy the winners, you buy champions only

By Ralph Bailey

Everybody loves a winner—especially when it's in his garden. Despite the fact that even champions are outclassed eventually, we still want them among our flowers—and as soon as they prove their prowess. The seedsmen, growers, hybridizers, those who develop new strains and varieties, feel the same way. And only partly because it is more profitable to handle a winner. That, in brief, is why All America Selections was instituted in 1932. That is why you find in the new catalogues each year such symbols as the two reproduced in the lower right corner of this page. That is why, in spite of growing pains, mere lip-service by a few skeptics in the horticultural trade, even wartime dislocations, the "All Americas" are making sense. But even though you may have heard of the All Americas, may have grown in your garden many of the selections, you may not realize how much reliance you can place upon them, how they can help you improve your garden.

Here are five things the All America Selections can do for gardeners:

1. Call attention each year to flower and vegetable seeds that will produce results, the country over, exceeding those of similar kinds previously introduced.

2. Insure the worth of a new or unfamiliar flower so that the element of chance is reduced when you gamble on them.

3. Reduce the number of overlapping varieties which, without AAS, would be introduced to compete for public acceptance.

4. Encourage in the hybridizers' own fields, where it belongs, testing and development work that might otherwise be left to luck and the public's good nature.

5. Stimulate, by offering a better potential market for good seeds, the improvement of older types and strains of both flowers and vegetables—for added productiveness, resistance to disease, longer-bearing seasons, better all-around quality.

In 1938 rose growers called for a similar testing set-up to accomplish similar aims, and All America Rose Selections was organized. One of the prime movers in the inception of the original idea, and its Executive Secretary from the beginning, W. Ray Hastings, also took over the administrative work of AARS. The procedures are necessarily different, but the principles are the same.

On the opposite page is a statement by the President of All America Selections which illustrates the way AAS works for growers and (*Continued on page* 135)





Cleome Pink Queen, AAS Silver Medal, 1942 is unexcelled for back-of-the-border accen

AAS AARS

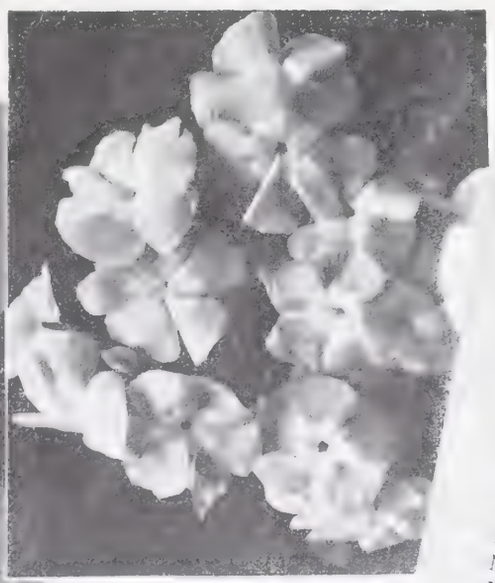


Morning Glory Pearly Gates, AAS Silver Medal, 1942, is probably the finest white variety yet introduced

Phlox Salmon Glory (right), AAS Silver Medal, 1939, is at the top of the list of annual phlox varieties

Below, Lowell Thomas, a fine yellow hybrid tea recommended last year by All America Rose Selections





WHY DO THE SEEDSMEN AND PLANT BREEDERS LIKE THE ALL AMERICA IDEA? HERE'S THE ANSWER ONE OF THEM GIVES

By Lyman N. White
President, All America Selections

Put yourself in the seedsman's shoes. You want to supply your customers with the newest and best kinds of vegetable and flower seeds. You feel strongly, partly because of professional pride and partly because you know that a satisfied customer is a repeat customer. Your bread and butter depend on supplying gardeners with new varieties that will really perform for them.

You're still in the seedsman's shoes. A plant breeder comes to your office and tells you about his latest creation. On his farm it's wonderful—bigger and better, distinctly new. You know that the breeder is sincere, but you also know that a plant which is superb when grown in the climate and in the soil peculiar to his farm may be much less impressive when grown somewhere else; you know, too, that he has the perfectly natural bias of a parent in favor of his own offspring. So you discount his enthusiasm without knowing just how much to discount it.

You consider trying out the new variety yourself, delaying introduction for a year. This is a prudent idea, but you are worried lest competitive seedsmen introduce it right away and that your own trial will apply to only your own set of growing conditions anyhow.

Wait a minute. Was this new variety entered in the All America trials? Yes, it was. And how did it perform? Well, it got a total of 36 points—not bad, though not outstanding; ten judges out of fifteen, scattered over the whole country, considered it at least good and distinct enough to release as a new variety.

This is the kind of information you need when you are deciding on whether to introduce something new. It is the opinion of professionals, both commercial men and experts in the state experiment stations. It indicates performance in a dozen or so different trial grounds in as many sets of growing conditions. You are now able to decide intelligently whether to list the new variety and, if so, how strongly to feature it.

Now step back into your own shoes, those you wear in your garden. Aren't you glad your seedsman has the benefit of All America Selections when he starts telling you about a new variety?



16 OTHER "ALL AMERICAS" THAT HAVE MADE GOOD

Flowers—medal award and year

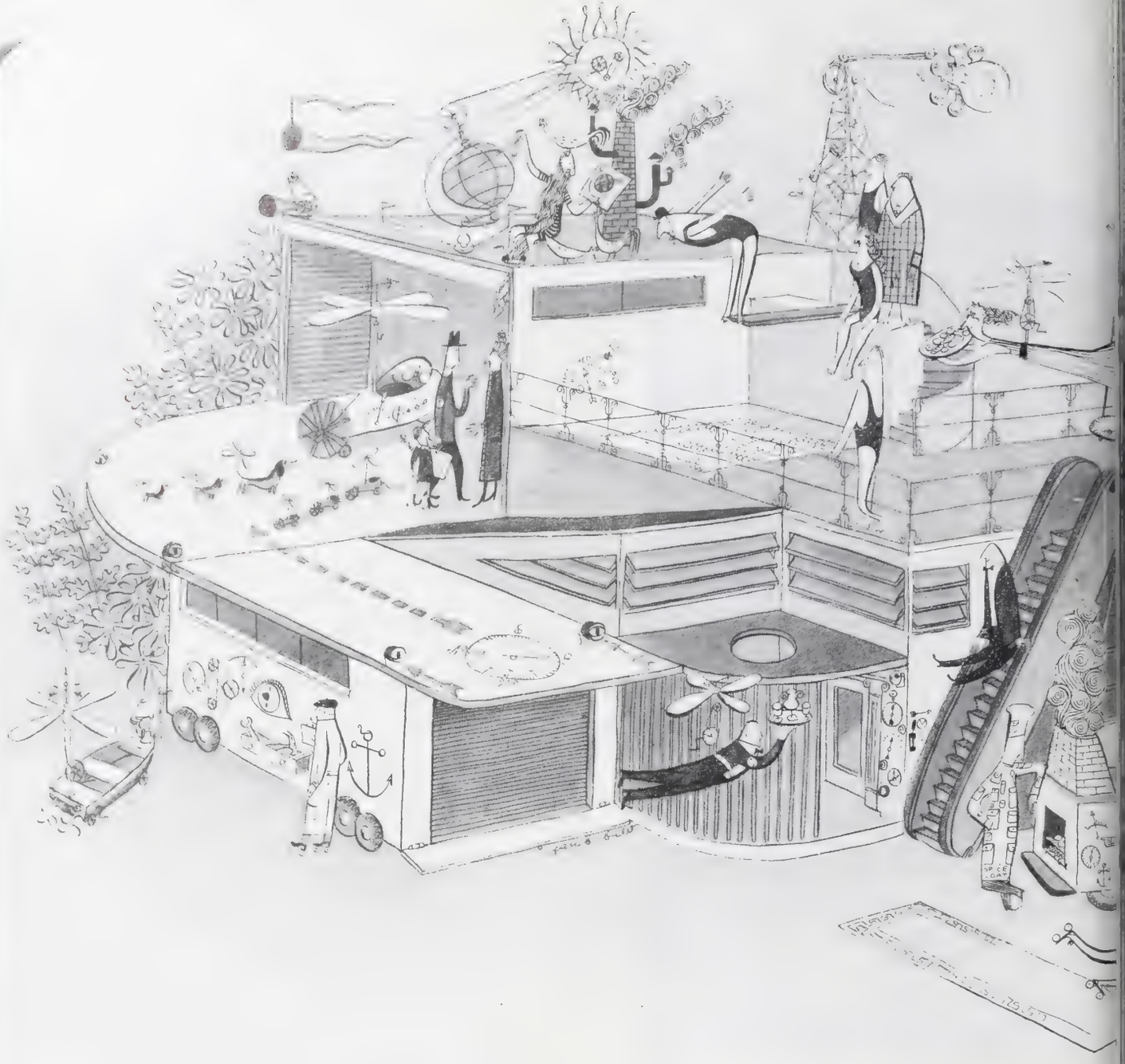
Marigold Yellow Supreme, Gold, 1935
Aster El Monte, Bronze, 1936
Cornflower Jubilee Gem, Silver, 1937
Fantasy Zinnia Star Dust, Silver, 1937
Snapdragon Rosalie, Bronze, 1940
Marigold Limelight, Bronze, 1940
Petunia Alldouble America, Silver, 1943

Vegetables—medal award and year

Bush Bean Tendergreen, Gold, 1933
Cucumber Straight 8, Gold, 1935
Tomato Pritchard, Gold, 1935
Hybrid Corn Lincoln, Bronze, 1942
Orange Tomato Jubilee, Bronze, 1943

4 top-rated roses

Charlotte Armstrong, 1941
Heart's Desire, 1942
Mary Margaret McBride, 1943
Mme. Chiang Kai-shek, 1941



THE MIRACLE HOUSE MYTH

Don't count on a spectacular, out-of-this-world house of tomorrow. Instead, get acquainted with the best prewar planning practices. They'll *really* give us our future homes

By MILES L. COLEAN, Research Director of Twentieth Century Fund's Housing Survey; formerly Assistant Federal Housing Administrator

A good part of the current paper shortage might be laid to the ads and articles describing the marvels in houses and household equipment waiting only for Victory, and to other ads and articles demonstrating that there aren't going to be any marvels at all.

As a result of the hubbub, builders, lenders, and prospective buyers alike are confused. There is evidence that buyers expect more than they are likely to get. Consequently, builders are fearful they won't be able to sell what they will be able to produce. At the same time both buyers and lenders are worried about the future value of the less-than-miraculous house.

When all the available facts are





HOME WAS NEVER LIKE THIS—

YOU COULDN'T TAKE IT IF IT WERE

● Let's examine this super-electronic, radio-activated, solar-energized miracle house of tomorrow. Nobody works here, remember—not even the servants. All that stuff is done by electric eyes and levers and things. You don't even need to walk. (This is the age of flight, see?) For short indoor hops, say from one room to another, just turn on your personal glider attachment and you're there! And there's a continent-despacing helicopter for each and every one of you. Whee! Your toughest job is figuring out how to kill time. Swim all year round in your fool-proof roof pool. (Weather controlled by short wave from infinity.) Or simply lie back on an electron (no chairs required) and magnetize the heat rays. Meals cooked by polarized atoms roll right out to you in a mobile kitchen. But, all kidding aside, could you stand it? Psychologists say not. Temperamentally we couldn't cope with such magnum doses of technology. Sure, these things *may* come—some day. But meantime, catch up with the house of yesterday before planning your house of tomorrow.

weighed, two things seem probable. First, the houses that appear in the early years after the war will not be substantially different from those built in the late thirties. Industry has been so confined to the war effort that a continuation of even the progress that would have been normal for the past four years has not been possible—let alone the perfection of further marvels. Moreover, the necessity for a speedy resumption of building will generally result in a continuance of types of equipment set aside when the war began, and the continued use of materials and methods at hand and familiar to designers and builders.

The second probability is that, as building gets under way, changes of various sorts in materials and uses of materials, in equipment and in design will appear and that the extent of these changes will increase, as time goes on, at a rate somewhat faster than we have known.

What bearing does such a prospect have on the purchase of a house during the next few years? Will it imperil your investment? Will it deprive you of comforts and conveniences that better could be obtained by putting off buying to some future time?

Take the question of the investment hazard. Suppose the worst should happen—that after the purchase of your more or less prewar type of postwar house, the miracle should appear with its greatly improved quality and its promise of greatly reduced price. Would the value of your house suddenly depreciate?

The likelihood is that it would not. There are about 29 million dwelling units in the country (excluding farm houses). The most optimistic estimates do not forecast a sustained production of new houses of more than around one million a year. Of these probably (taking an average of the next decade) as many as 450,000 a year will be required to take care of new families, leaving 550,000 units for replacements of the existing supply. Using this figure it would take over 50 (*Continued on page* 115)

By FLORENCE PAINE



Corner space adjoining dining room was wasted because too shallow to permit attractive arrangement of standard size sofa or chair by window. So fine view of valley and Long Island Sound couldn't be enjoyed.



Built-in sofa turned a bad liability into choice spot of house. Table end has storage space underneath. Dining room also has window valance, but a different design. Scrolled header adds grace to untrimmed door.

Skin-deep remodeling MAY BE all your

Surface architectural details alone can hide many bad features and lend softness and beauty to a house suffering from poor design and barrenness

People are likely to think only in terms of the *big* things they can do to improve their houses. When they find out that these projects are too costly, they resign themselves to "making the best of things" until they buy a brand new house. But it may not be a new house they need so much as a change in their concept of remodeling. For there are dozens of ways to modernize a house with architectural details which are not expensive and involve no structural changes.

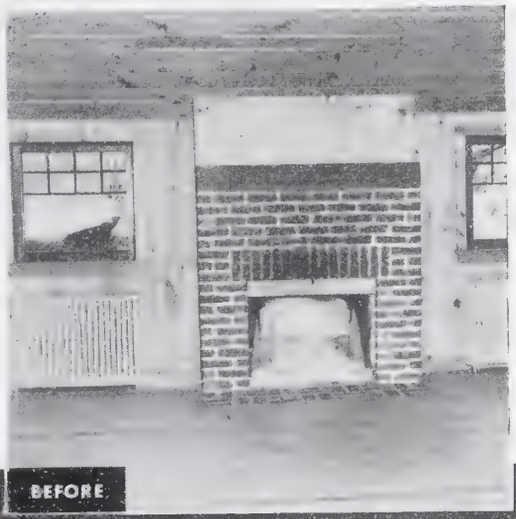
The John G. Sheas' house in Glenville, Connecticut, was poorly designed, the essence of mediocrity when they took it over. The living room was as devoid of trim as a chicken coop. Ugly radiators jutted out beside a badly designed fireplace boasting an old railroad tie as a mantel. Windows were too small and made the ceiling seem much too low. The corner of the room commanding the best view was too shallow to accommodate a sofa or chair. But every bad feature vanished when they applied simple wood valances, blended them with scrolled ceiling cornices, built scrolled covers around radiators, flanked them with bookshelves, redesigned fireplace mantel, and equipped their prize corner with a built-in sofa which even provides storage space.



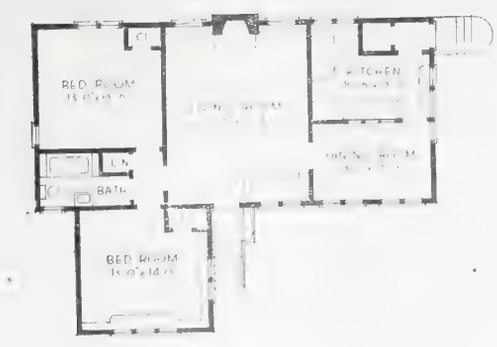
"AFTERS" BY MAYNARD PARKER



The Sheas designed their radiator covers entirely open in front, perforated on top, so heat value isn't impaired but ugliness is minimized. Note how scalloped window valance flows into the wall cornice.



house needs





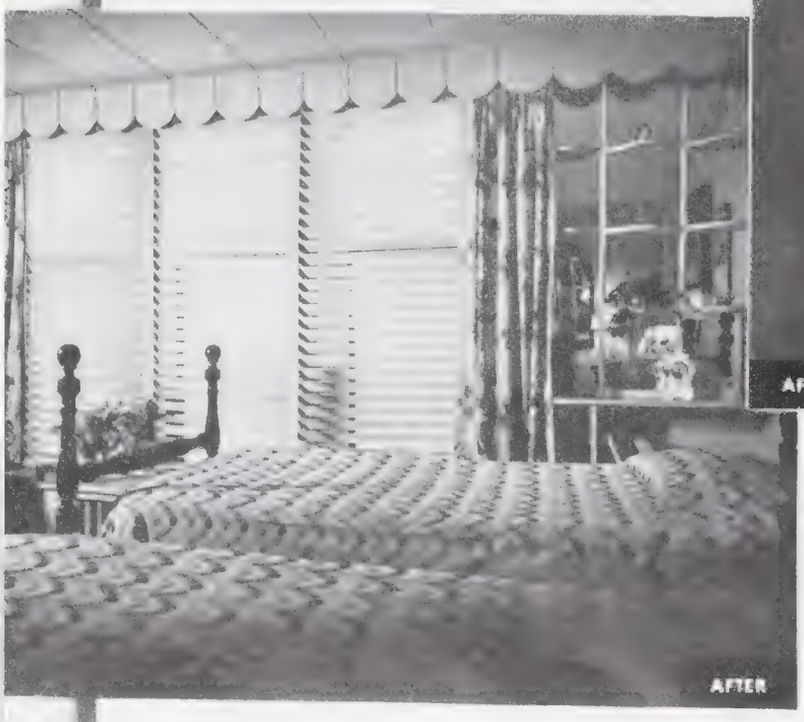
Too-small windows, glaring radiators and homely fireplace corrected by built-in features. Windows optically enlarged by extending draperies beyond Venetian blinds to fill space between wall and fireplace, running valance to ceiling. Basically good floor plan made remodeling worth while.

HOUSE BEAUTIFUL'S *Home Planner's Study Course*



The Sheas lived in their cottage a month before they found the answer to their bedroom problem. Its smallness was accentuated by a low ceiling and windows of different size and type on different levels, precluding conventional treatment.

Venetian blinds nicely hid disparity in size and shape of windows, brought them flush at the ceiling. Vertically grooved cornice board heightened room optically. Built-ins unified windows even though both sills are on different levels.



No changes were made by the Sheas without good reason. Mirrored shelves serve as backdrop for prized accessories. But they were introduced to make room seem bigger, are made of closet mirrors, available in stores.

Skin-deep remodeling
MAY BE all your
house needs



JOHN G. SHEA

A little remodeling

Remodeling doesn't have to be extensive and costly to be good. The right architectural trimmings can sometimes nullify the effects of bad design without disturbing a single nail of the original structure. Read how



Shallow partition and Dutch door installed between kitchen, left, and dining room, below, to solve problem of separating the row of unmatched windows which spanned both the rooms.

Dutch door, hinged to partition, provides serving counter on dining room side and snack bar on kitchen half, above. Venetian blinds used throughout to conceal window discrepancies.





Here's the tough puzzler the Sheas solved in the pictures above: how to separate dining room from kitchen when one set of windows stretches across two rooms with no breaks. Any traditional curtaining was out.

can cure a lot of BAD PLANNING

When the John G. Sheas first peered at the interior of the cottage you see here and on the two preceding pages, it looked as bare as an untrimmed hat in the Easter Parade, and equally uninteresting. But it was snug, well-built, had a good floor layout, and possibilities! Its bareness was really an asset. For when it comes to remodeling, it's much cheaper to add *to* a house than to rip off something already well established, as you can't always anticipate the scope of the job.

Mr. Shea, author of the recently published, "Woodworking for Everybody," is no armchair theorist. He turned his craft skill to developing simple, well-designed wood trims in the form of cornices, moldings, shelves, radiator covers to remove that unfinished look so prevalent in every room. His architectural detailing was so successful that it not only eliminated starkness but camouflaged other blatant faults, such as badly arranged windows, low ceilings, too small rooms, and undeveloped space which was needed badly for books, etc.

Fortunately, you don't have to be an amateur craftsman to apply Mr. Shea's principles, even though you would need patterns to duplicate his charming scrolls and scallops. Cornice boards can be cut to your own design by a millwork house, ceiling moldings bought by the lineal foot, and radiator covers built by a carpenter. Maybe your house could benefit by such tactics.

EXERCISE No. 1 FOR

HOME OF MR. AND MRS. EDGAR RICHARDS; KENNETH ALBRIGHT, DESIGNER



Texture can be achieved by playing one material against another, as here with brick and shingles. It can also be done by contrasting shingles with smooth runs of wood, as on these gable ends. The louvered roof peaks, already in good contrast to the shingles, have their effect increased by the contrast in paint color



GEORGE

How not to use texture. Rocks, set in at random without function, produce too much texture. It should evolve naturally, as by-product of material or construction

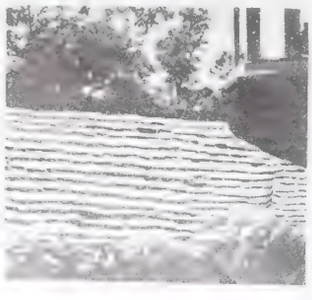
By KARL STEINHAUSER



More than wall materials can create texture. In well-liked house of the Everett Swings, texture comes from the shadows created by grillework shutters, an indented doorway. Raked mortar joints help

MAYNARD PARKER





Hand-split shakes for roofs, with their thick butt ends, make rich roof texture. Above, and at right, you see how Architect Jerome Cerny used them on his own house. Vines accomplish the same purpose

DEVELOPING ARCHITECTURAL TASTE:

TEXTURE

Developing architectural taste is your best insurance of getting good design in your own house. So you should train your eyes to be conscious of texture—either too much or too little

Could you honestly claim to have an aesthetically correct and critical taste in architecture? If you can't, you are vulnerable as a buyer or builder of a home. For an architecturally good house is a better investment than an architecturally bad house. And the well-designed house is a much greater source of pride and joy, even if the necessity to sell never arises.

One of the integral parts of architectural designing is TEXTURE. It gives pattern to a wall and pleasure to the eye. Too much of it can be as disagreeable as too little. One of the reasons for the timeless popularity of shingles, clapboards, raked mortar joints (on brick or stone), shutters, and the like is because they all give texture. Smooth walls or roofs tend to make a house look boxy. That is why stucco (essentially a smooth material) is applied with a stipple or a waviness. Study the examples on these pages showing how texture is achieved. Watch for it and analyze it in houses you admire.

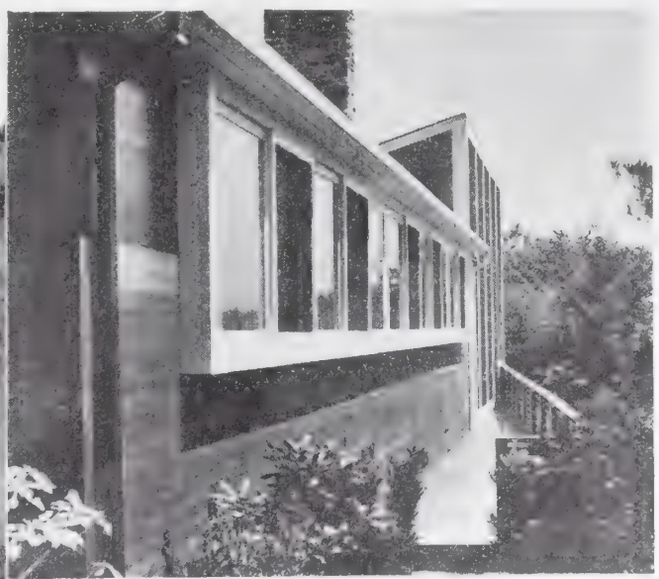
JOHN BYERS, ARCHITECT — MAYNARD PARKER



Not all texture is 3-dimensional and rough. It can be produced by contrasting paint effects, as on the front wall of the home of Mr. and Mrs. Richard Neblett. A good way to break up an otherwise-monotonous wall

WILLIAM HAMBY AND GEORGE NELSON, ASSOCIATES — EMELIE DANIELSON





Texture is just as necessary for Modern architecture as any of the traditional styles. (Much of the early Modern was distasteful to people because it ignored this aesthetic principle.) The home of Mr. and Mrs. William Zerbo demonstrates how texture is created for Modern. Above and left, you see how texture is produced 3-dimensionally and by color contrast

WESTMORELAND
AUTHENTIC REPRODUCTIONS

Complete TABLE SERVICE



"Princess Feather" pattern— a faithful copy of a famous old Sandwich design

Set with this delightful early American pattern, your table will sparkle in the candlelight like a tray of diamonds. Handmade of purest water-clear crystal glass, the "Princess Feather" pattern reflects an air of delicate richness and unrestrained beauty. Ask to see the "Princess Feather" pattern at your favorite department store or gift shop. Begin now to collect a complete table setting—plates, goblets, cups and saucers, nappies, candle holders and occasional pieces. Your store carries this pattern in open stock.

WESTMORELAND GLASS COMPANY
GRAPEVILLE, PENNA.

handmade glassware of quality



IF YOU ARE NOT A STICKLER FOR "SAFE" GIFTS

Everyone doesn't like the same music, but you give a little of yourself when you make a gift of the music *you* love

By Richard Williams

IF YOU are looking for a safe Christmas gift, you had better not give a musical gift, you had better not give records. There is nothing safe about music—fortunately. Because music is so imaginative and personal an art, preferences in music are very individual decisions. One man's musical thrill is another man's musical boredom. It is possible that the *Pathétique* Symphony over which you still shed a tear will produce only a sneer from the recipient.

But do you really want to give a safe gift? Isn't it a greater pleasure to you and a greater compliment to those who get the gifts if you take a chance and express yourself in your presents? I have always felt that gifts are a means of sharing enthusiasms. I am not talking, of course, of the casual gifts of convention or of the souvenirs shelled out to keep up with the Joneses. I am talking of thoughtful and willing gifts. Here you give those gifts you yourself like. And here the sharing of enthusiasm augments what you already have, like the man in *Pilgrim's Progress:* "The more he cast away, the more he had." For that music serves very well indeed. Musical enjoyment shared by two becomes, by the perverse arithmetic of art, double enjoyment. Musical enthusiasms bind people together. What you love in music is a sure suggestion of yourself. Tell me what music you like and I will tell you what kind of person you are.

As a reminder of yourself, therefore, as something in which you both can find joy, as something which can bring rewards both to the giver and the given-to, records are ideal gifts.

As suggestions (and nothing more) I have selected here my personal choices among this year's recordings. They are not run-of-the-mill recommendations, not records most people are apt to have already. Nor is this music you tire of after one or two hearings. It is also not "difficult" music—whatever that may be. I have limited my choices to this year's releases because, being new, they are more likely to be in stock in the stores than older records. At that, with present shortages you may have to shop around, but it's worth while.

Bach: Double Concerto in D Minor; Yehudi Menuhin, Violinist, and Georges Enesco, Violinist, with orchestra; Pierre Monteux, Conductor. Victor Album DM 932. For those who can appreciate profound music.

Piano Music of Villa-Lobos played by Artur Rubinstein. Victor Album M-970. Sophisticated and modern piano music from Brazil.

Rachmaninoff: *The Harvest of Sorrow*, Victor No. 11-8595.

chaninoff: *Over the Steppe;* ander Kipnis, Bass, with Ce- Dougherty at the piano. Senti- tal, sad and fine Russian songs, by a great artist.

: Transcriptions for Orchestra Leopold Stokowski and the adelphia Orchestra.

strina: *Adoramus Te;* Leopold owski and the Philadelphia nestra. Victor Album M 963. those who have a feeling for tiful orchestral playing.

art: Divertimento in E flat jor for Violin, Viola, and Cello; ha Heifetz, Violinist, William nrose, Violinist, and Emanuel ermann, Cellist; Victor Album 959. For chamber music en- siasts. One of the finest records made.

usson: Symphony in B Flat; cago Symphony Orchestra; derick Stock, Conductor; Victor um DM 950. A symphony off beaten path, and a lovely one.

ussy: *Images* (For Orchestra). Francisco Symphony Orches- ; Pierre Monteux, Conductor; tor Album DM 954. The familiar e poems in a fine new recording.

st: *The Planets;* Toronto Sym- ny Orchestra; Sir Ernest Mac- llan, Conductor; Victor Album DM 929. A most interesting work by a modern English composer.

Thomas: Overture to *Mignon;* Arturo Toscanini and the NBC Symphony Orchestra; Victor 11-8545. A hackneyed overture made unhackneyed and therefore made into a wonderful recording.

J. Strauss: *On the Beautiful Blue Danube;* Arturo Toscanini and the NBC Symphony Orchestra; Victor 11-8580. This also is a magic new recording of what is probably the most popular single piece of music. This record you can give safely to anybody. It is a good introduction to music for a child.

Wagner: Five famous orchestral excerpts from Wagner operas; Fritz Reiner and the Pittsburgh Symphony Orchestra; Columbia M-M-549; and Excerpts from Act 3 of *Tristan and Isolde;* Lauritz Melchior, tenor, and Herbert Janssen, Baritone, with the Orchestra of the Colon Opera House, conducted by Roberto Kinsky, and the Columbia Opera Orchestra, conducted by Erich Leinsdorf; Columbia M-MM-556. Two splendid sets for Wagner lovers. I like the Melchior album particularly.

Bach: *Toccata and Fugue in E Minor;* Rudolf Serkin, pianist;

(*Continued on page* 111)

HARAK FURNITURE



The timeless beauty

that is Charak's continues to flow from the hands of our master craftsmen. And, while Charak is also producing materials for war, plans for superb postwar creations are every day nearing fulfillment.

HARAK FURNITURE COMPANY

58 WAREHAM STREET, BOSTON, MASS.

YORK CITY CHICAGO, ILL. LOS ANGELES

SCALAMANDRÉ FABRICS IN THE MODERN TREND



Scalamandré Silks

MANUFACTURERS OF FINE DRAPERY AND UPHOLSTERY FABRICS AND TRIMMINGS

598 MADISON AVENUE • NEW YORK • Also BOSTON • CHICAGO • LOS ANGELES

Exclusive Manufacturers of All Approved Fabrics From Colonial Williamsburg



Look what Betty's doing!

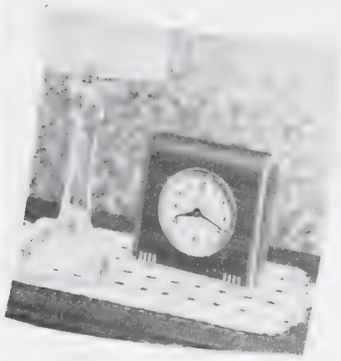
1. Betty is a war bride—married Bob on his last leave before going to sea. No chance to set up a home now, of course. But Betty isn't a girl to be discouraged. She's *clipping ideas* for that home out of the magazines. Shopping with shears—for things that will make their home livable and lovable. See what Betty's clipped in *Seth Thomas clocks* for after the war . . . .

(Remember, Seth Thomas clocks are not available now)



2. Betty wants a living-room a bit on the formal side. So she's chosen this dignified Seth Thomas—solid mahogany, inlaid with rare woods. Westminster chimes will peal the quarter-hours.

3. Since Bob is in the Navy now—later he's sure to appreciate *this* clock. It'll be nautical and nice on his bookcase—and will strike deep, rich notes on the hours and half-hours.





4. Seth Thomas alarm clocks never encourage that "Oh-how-I-hate-to-get-up" feeling, even in the soundest pillow-pounders. They wake you up so cheerfully! Betty has her eye on this one for their bedside table.

5. Even if Betty could furnish her home now, she couldn't of course buy Seth Thomas clocks. So she's holding the War Bonds that thoughtful relatives have bought her as wedding presents. *Good taste all around, isn't it?*

6. When you plan your post-war home—and why not start a scrap book today?—remember that few things give a room such warmth and character as does a fine clock—a Seth Thomas clock. Seth Thomas clocks for homes are not being made now. But just as soon as our country no longer needs our entire productive capacity, there'll be even more surprising values in Seth Thomas clocks than ever before! . . . All these clocks will be notable for their exquisite design, faultless timekeeping, and long-lived dependability—as *all* Seth Thomas clocks have been for more than a century. . . . *They're something new and exciting to look forward to!*

Remember, Seth Thomas clocks are NOT available now. **Seth Thomas Clocks, Thomaston, Connecticut. A Division of General Time Instruments Corporation.**

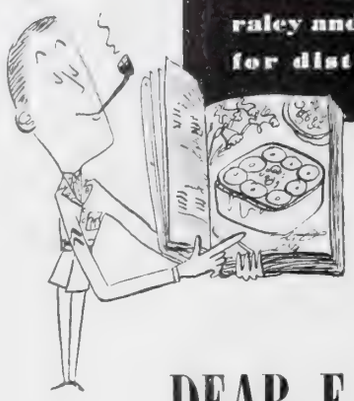
*TRADE MARK REG. U. S. PAT. OFF

Seth Thomas Clocks

SELF-STARTING ELECTRIC OR KEY-WOUND

The best is ALWAYS worth looking forward to

Helen Markel Herrmann, our ear to the ground in GI circles, discusses David's corporalcy and how she won a bond for distinguished cookery



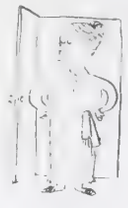
DEAR E. G.—

I want you to know that I am tearing myself away from a fascinating discussion with David to write you. It all started because we have just come back from buying a birthday present for a young man of sixty we know. Incidentally, we got him "Barnaby." You must read it. Elizabeth. I insist. Unless



you have met Gorgon the Dog, who taught himself to say "It shouldn't happen to a cat!" your life is unfulfilled. Believe me.

Anyway, we began talking about birthdays and I said my best one was my tenth, on which occasion Mother gave me a masquerade party. All my little friends came as Heidi and Alice in W. and L. Red Riding H. and Mother wanted to do me up as the fairy queen. But I



held out stolidly for an inverted laundry bag and the kitchen mop adhesived to my chin in the fond belief that I looked like Methuselah.

I will now confess that well through the age of fifteen Methuselah was my hero. The hell with Horatio Alger and Florence Nightingale and Shirley Temple. I figured. Methuselah was my man: Nobody could refuse *him* anything on the grounds that he was too young!

David said the chief reason he wanted to age in a hurry was so h could graduate from a yellow l brary card (a child's card whic allowed you to take out only thre books at once) to a blue adult car which entitled you to five book at the same time. His desires wer obviously on a much higher leve than mine, even then. I wanted t get old fast mainly so I could g out with the delivery boy wh winked at me once through th pantry door. Even at ten I was dead giveaway.

Our life continues to be satisfac



torily unplacid. Last week we gave a two-striper party in honor o David's corporalcy. I devoted the afternoon to feather-stitching on his stripes and then burnished them with colorless nail polish so you blinked when you looked at them. David almost killed me.

We did a rushing business in beer and pretzels. Around midnight we began playing The Game and Nancy was struggling with "Strange Interlude" when the landlady darkened our door. She reported that the noise sounded like the launching of at least a three-star general.



"Ike" Herrmann, he is now known to his intimates. This means you Saturday night I served my first

ıner for six in honor of still an-
ıer visiting fireman (all roads
·m to lead to Owen's Alley.) My
art goes out to Army cooks. Once
ı get used to buying for two,
·pping for six seems like a plan
feed the Seventh Army. I wor-
d about whether the stove would
big enough, how many bunches
carrots it would take, and
ether I would survive the day.
canvassed the entire neighbor-
od for extra forks, ice trays,
s. and pep-talks.

AVID chose the menu by thumb-
ing through "Good Housekeep-
g Cook Book," which is full of
autiful food in four-color. He
cked out the illustration he liked
st and informed me we were
ving a dinner in technicolor.
ıen he bet me a war bond I
uldn't make it look like the
ture.

It was a full-page picture of a
at pie with biscuit topping in a
exican casserole on a green table-
oth with yellow daffodils hang-
g in the left corner. I think it
ıs the tablecloth that got him.
vid's life is made miserable be-
use I use place mats instead of
blecloths. (He is a little back-
ırd about grasping the intricacies
the laundry problem.) Are all
men that tablecloth minded? Why?

At any rate, I borrowed the cas-
serole from a woman I met while
ringing doorbells for the election.
I guess politics is a pretty close
bond these days. I had to settle for
yellow daisies instead of daffodils,
but I got the green tablecloth from
Nancy. It was a wedding present
she was thinking about returning.
Now she's not. And the Bisquick
biscuits fooled everyone but David,
who is becoming quite an expert
on packaged mixes. P.S. I got the
bond.

I am getting so brave in the
kitchen that David hardly recog-
nizes me. It has even reached the
point where he is homesick for the
sight of a lamb chop, only he would
never admit it. But I get stop ed
by more recipes simply because
they call for 1 c. minced onion or
½ tbsp. diced tomatoes.

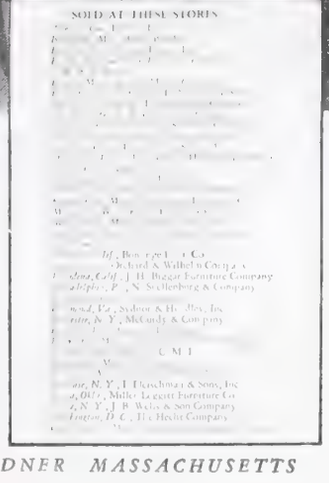
Where can I get some literature
on the fine art of coring, cubing,
mincing, slicing, and dicing? I am
dismally serious, even though I
sound like a total moron. It is
probably as simple an operation as
washing one's hands, but I don't
seem to be the type. My dicing is
always gargantuan and it takes me
a good half-hour to grate cheese,
plus three ripped knuckles. How

(*Continued on page* 111)



Coming Home...

TO AMERICAN TRADITIONS



e time is short when home will again be the
ter of everything. Above all, you'll want
ır home American. You'll want it furnished
h pieces that breathe the spirit of true
erican Traditions . . . simple pieces, au-
ntic in design . . . furniture that is warm,
ndly and colorful in rich natural tones.
u'll capture this spirit always with Conant
l maple . . . either Traditional or American
dern. Sold at leading stores.

CONANT BALL COMPANY

Furniture Makers · GARDNER MASSACHUSETTS



See, Josiah,

a porringer for Timothy . .

Today the Paul Revere porringer they bought is an heir-loom, cherished by one of Timothy's great grandchildren . . . of whom there are twenty-three. That's the one trouble with heirlooms . . . there usually aren't enough to go around.

Right now that's the trouble with Tuttle Reproductions of historic silver. Due to the fact that we're specializing these days in intricate parts for our country's munitions of war, the fine stores that sell Tuttle pieces haven't enough to go around. But for the Timothys of tomorrow, for the brides and grooms, for all who love and aspire to own beautiful silver of traditional design, there will be Tuttle Reproductions in Solid Silver. Since 1890 we have made faithful, hand-wrought duplicates of the lovely, ageless masterpieces of famous craftsmen. Your War Bonds will help you to acquire Tuttle Sterling when peace comes . . . beautiful silver that will become cherished heirlooms.

Tuttle Reproductions in Solid Silver
Earling American, English, Dutch and Irish

All Tuttle pieces are date marked

TUTTLE SILVER CO. INC. *Silversmiths*

BOSTON · MASSACHUSETTS

An Example of fine dinnerware that is not only strikingly beautiful but also moderately priced. This translucent china is available in many lovely and enduring designs your daughter . . . and granddaughter . . . will be glad to inherit some day.

Lamberton
Ivory China
Made in America

Write for free booklet and illustrations

Fisher, Bruce & Co.



DRAWING
JOHN L. FERGUSON

MAKE IT A WHITE CHRISTMAS

Keep the Christmas cards flying. They are your annual messages of good will that keep the links of friendship untarnished

By Agnes Rothery
Author of "A Fitting Habitation"

WHETHER the snow falls or not, it's going to be a white Christmas. Already the flakes are beginning to pile up in the letter boxes. Already there are small drifts of them on the hall table. Thousands are flying through the air by plane; millions are being tightly packed into the bags of the postmen. Who said there was a paper shortage?

This year, as in previous years, there will be penny cards without benefit of envelope, cards in unsealed envelopes, thereby effecting economy in stamps. There will be —there already are—the opulent privately decorated and engraved folders addressed, not in the sender's handwriting, but most obviously by a secretary who has the mailing list. There will be a card from the coal dealer and the dairy and the grocery store. Again recurs the mystery of no matter how many cards you yourself inscribe, you will receive more than you sent. It never comes out even.

And there will not be one card too many. Every one is, in its way, significant and, according to certain measurement, precious.

For at Christmas time we not only remember good friends and pleasant acquaintances, we take the trouble to register our reme brance, and by so doing, that ti spark of good will is fanned in a brief glow; the steady flame friendship is fed and fueled.

One of the most heart-warmi pleasures of the whole Yule seas is receiving Christmas cards. many cases, perhaps in most, have not heard from Betty a Peter since last year. Often we ha wondered how they have fare and now the card, with two st ized figures and a dog, informs that they are faring very well. Ve well, indeed, for beside the d there is a still tinier figure. A other Betty? Or is it anoth Peter? We decipher the li dashed across the corner. It's a other Betty. Good! Couldn't better!

This envelope addressed in shaky hand is the brave sign that old Miss Mattie has not y relinquished this world for th future one for which her tick was most certainly purchased. Pe haps the train service to Heav was too crowded, and she had cancel her reservation. Goo again. Glad we sent our greeti to her in plenty of time.

Stephen is back on furlou

(*Continued on page* 100)

A MILLION MAIL ORDERS CAN'T BE WRONG

CONTINUED FROM PAGE 59

·h as costume jewelry, flower ints, earthenware salad plates, ur price, of necessity, eliminates ur getting the quality of precious nes, original art work or fine ina. But price is never an excuse sacrificing the effectiveness of item.

N THE other hand, when you're financially able to "shoot the rks" on a gift, you select it on a ality basis. If you're looking for bone china tea set, you'll make a e-line for one bearing the name a famous maker. If you want a ndsome piece of silver, you will k for the sterling mark, judge weight and the quality of workanship carefully. And in this kind shopping, the size of the item is no termining factor for you. You're king for quality, and you know at quality has no dimensions.

Now that you know some of the ctors that determine the successlness of a gift, you will be inrested in the following list. It cludes the type of merchandise at has sold well in the past for e reasons mentioned above. Beuse of these same reasons, we believe they will continue to sell well in the future.

* * * * *

• Bank statement files are extremely popular because they keep even the scatter-brained as efficient as the Bank of England. Indexed according to alphabet, days and months, they're decorated with gay flower prints, have lots of room for statements, bills, clippings.

• A salad bowl with servers sells well if it's filled with wonderful vinegars, spices, dressings, etc. The reason this is a good gift is because the contents, like monogramming, show extra thoughtfulness; and the salad ingredients make life easier for the recipient.

• Personal postcards, printed with sender's name and address, sell like hotcakes. And so do personalized shipping tags and gummed mailing labels. These last are imprinted with sender's return address and have been good for people sending overseas packages.

• Another success that the shopping column has proved are paper quill cigarette holders, marked with a name or monogram.

(Continued on next page)

BUY WAR BONDS FIRST



Contemporary, Permanent

Contemporary, fashion-alert people choose Baker Furniture because it brings charm and permanence into modern living.

Baker Furniture, Inc.

CABINET MAKERS

10 MILLING ROAD, HOLLAND, MICHIGAN

Makers of America's Finest 18th Century Reproductions

For your "Guide to English and French Furniture" send 25c to Dept. 124

for a Cheerful Crystal Christmas





IMPERIAL *Cape Cod* CRYSTAL

This fine hand-crafted crystal may not be immediately or completely available at your favorite store, but we offer it for your consideration.

THE IMPERIAL GLASS CORPORATION · BELLAIRE, OHIO

GUILD PLAYING CARDS

Authentic in Style and Design





Americana

at better gift or bookshops, stationery, department or drug stores.

WESTERN PLAYING CARD COMPANY
Racine, Wisconsin

CONTINUED FROM PRECEDING PAGE

Because everyone needs trays, there is always a demand for them. But one that we know of is a particular favorite because it comes with its own stand. Thus, when it's not in active service, it becomes a chairside table.

• Knitters are always on the prowl for gadgets that make their work proceed smoothly. For this reason, a fitted needle case sells well.

• Fresh-ground pepper is the only kind to use, so say gourmets. And because pepper mills grind whole corns painlessly, are decorative on a table, they are perennial best sellers.

• Everyone who lives in the suburbs or country needs a lawn marker that carries his name or house number in letters that reflect car lights. And these sell accordingly.

• Men are sticklers for quality and efficiency, so such gifts for them as sterling cuff links, engraved with their monograms, stag-handled bar sets (corkscrews, ice picks, bottle openers), tie racks, shoe shine kits, or monogrammed poker chips are in great demand.

• Night table carafes with thermos linings are back in circulation. People with a nocturnal thirst to quench are buying them like n

• One of our favorite ideas, an gift whose popularity we l tested, is an earring wardr People love the fun of choo fake but glittering stones, tailo monogrammed clips, and soph cated gypsy hoops. And, of cou the effect of such a gift is gr

• Another gift that gives tren dous effect with little cash ou is a set of harness pins. Th are reproductions of the Gay N ties bridle buttons, come wit variety of designs on different ored backgrounds. People can't enough of them, and use them white blouses, as lapel pins, a exclamation point on a beret tailored purse.

A BATH shelf is something that the public loves to buy brings order, decoration, an proud personality to any bathro

• The right gift for an invalid convalescent takes a little thought, but here are a few gestions that have proved succ ful: A triangular shaped pillow rest her back. A wine deca with four glasses and a bottle fine port or sherry. A book n in sterling or in leather, mar with her monogram. A bed ja

(*Continued on page* 95)



delightful
TO OWN

Never-ending satisfaction lies in the rich beauty and sheer luxury of rare decorative rugs. Fine Orientals and Aubussons compliment the graciousness of your home in a way unmatched by any other floor covering. And, when you make your choice from the famous Nahigian Brothers collection, you do so with the assurance of making a sound purchase from the source preferred by experts. Your inquiry is cordially invited.

Nahigian Brothers, *Inc.*
World's Largest Collection of Fine Orientals
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FOR YOUR COPY of our brochure on Oriental Rugs and Their Care ... send 15 cents to Dept. H-6.

Wreath of Beauty...Callaway Towels

You'll rejoice in Callaway's fresh, clean colors that *stay* fresh. You'll love the soft feel of these big, luxurious towels . . . *the fine yarn texture that stays soft.* For a gift of luxury, select a Callaway "Label of Luxury" ensemble with matching bath towels, hand towels, washcloths, tufted mats and rugs.

More glad news: Callaway towels are "ABSORBenized"* *—specially treated to dry you faster.*

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La Grange, Ga.

*Reg. U. S. Pat. Off.
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Callaway Mills

RDW



E SMART WAY IS...

Callaway

TOWELS RUGS

BE RIGHT-DRINK LIGH



KING

LIGHT AS A WHISPER

KING BLACK LABEL

Blended Whisky, 86 Proof. The straight whiskies in this product are 5½ months or more old. 40% straight whiskies, 60% grain neutral spirits

BROWN-FORMAN DISTILLERS CORPORATION · *At Louisville in Kentucky*

CONTINUED FROM PAGE 92

t is warm as well as pretty. A saw puzzle that turns out to be hotograph of someone dear to . A bed tray with collapsible whose surface opens up to re- several mirrored compartments cosmetics. A little wooden istmas tree, table size, that ies with red candles that fit in lers. The tree collapses com- tly for storing.

Right now scrapbooks are in the elight. With so many families ing boys overseas, they want a e to keep his letters and photo- phs, and one of the nicest ones ve seen has a Victory map of the ld for cover.

Because so much of our Christ- shopping is done for children, ng to give any kind of repre- tative list for them is over- lming. The following sugges- s are chosen at random from ns that have sold well in the t.

A toy chest, hand painted with us figures and toys, is personal- with the child's name. When ed, it doubles as a bench where ry toddlers can rest.

A housekeeping set in half-pint includes mop, broom, and al dust pan—a very big seller.

• Little boys and not-so-little boys love construction sets. There are several good ones on the market this year that have proved successful.

• Then there's a hurdy gurdy that children lose their minds about. It has a music box inside, comes with a stick, shoulder strap, and colorful print outside.

• A Surprise Santa Bag is a red flannel drawstring pouch with St. Nick's face appliquéd on it. It's filled with eight or ten surprises.

• Little pottery animals are the cutest toothbrush holders we've seen, are hand painted with the child's first name, sell very well.

FOND aunts and godmothers have ordered scores of little chairs with seat covers which they work themselves in needlepoint.

• And always good is the installment type of gift for children. For a boy, you might start a library, a book for every occasion.

• A little girl will be lucky indeed if you join the ranks of those who have selected a fine china pattern or a handsome silver service for their favorite children, and add a piece at a time. When she's ready to have a home of her own she will be richly endowed and you will truly have been a fairy godmother!

In every respect you'll find

GOOD TASTE

is an attribute of this fine hotel

the result of management that understands the art of catering to a distinguished clientele.

The

BILTMORE

MADISON AVE. AT 43rd ST., NEW YORK 17, N. Y.

David B. Mulligan, *President*
George W. Lindholm, *Vice-President*
Member of REALTY HOTELS, Inc., N. Y.
Direct Elevator and Stairway to Grand Central Terminal



Essential to Comfort

AND THRILLING TO OWN!

Hostesses seeking both *utility* and *beauty* in their post-war homes will find the answers to their needs in a plentiful supply of Weiman Coffee or Cocktail Tables. Use them to hold accessories for tea, coffee or cocktails, or for magazines, cigarettes, flowers—to make your rooms friendly and livable. In a large living room, or for a commodious sofa, plan on one or more cocktail tables. Beside your chaise lounge draw up another coffee table to hold comfort necessities. When Weiman's wartime job is done, a comprehensive line in all types of styles and shapes will await your selection. At that time, let the distinctive Weiman trademark be your guide to authoritative styling and lifetime construction.

WEIMAN

Heirloom Quality

OCCASIONAL FURNITURE

NOW PRODUCING 100% FOR WAR



10¢ The Weiman Company, 2510 Eleventh St., Rockford, Ill. Send "Table Tricks", 28-page illustrated book on how to solve puzzling decorating problems with occasional furniture.

Name _____

Address _____

City _____ *State* _____

...TO MAKE

your home

A LOVELIER PLACE

IN WHICH TO LIVE...



Chippendale Credenza

Peace! Tomorrow it will come. Then hearts and minds return again to thoughts of home and the joys of graceful living.

Center of entertainment and relaxation in that new home will be your Recording Radio,—with reproductive power and fidelity hitherto undreamed. Yet, such a jewel needs a setting of equal beauty. No varnished box may speak such heavenly sound.

Thus Federal Cabinet craftsmen have created for you the "World's Most Beautiful Recording Radios", each a veritable symphony in design. There are authentic Period reproductions, Moderns, Classics, turned from rare and colorful woods; made and finished *like a fine piano.*

So, to make your home a lovelier place in which to live, Federal gives you the finest,—the "World's Most Beautiful Recording Radio".

Production limited. Federal will be brought to you only by those dealers best qualified to install and service them. Set your heart on Federal now. Write for the name of your nearest dealer.

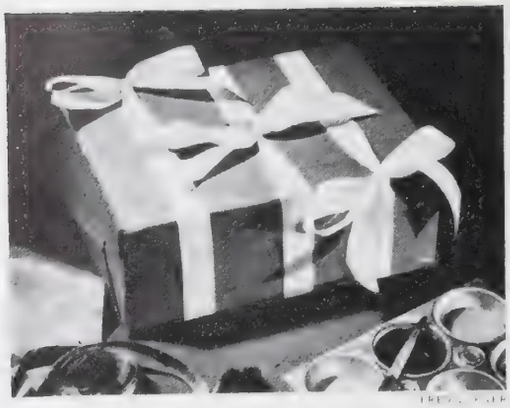
FEDERAL, *a five-in-one Combination, stands for the finest in electronic home entertainment; Recording Circuit Radio, Electric Phonograph, Microphone Recording, Off-the-Air Recording, Home Broadcaster.* 107

The World's Most Beautiful Recording Radios

Federal

DIVISION OF C. G. CONN, LTD.

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A CRACKER BOX FOR A GIFT BOX!!!

THE more graham crackers you can feed your family between now and Christmas, the greater your chance to dazzle your friends with your gift boxes. Honestly! Just hoard every cracker box like a miser, keeping it in good condition. Then, with a sharp knife, make three pairs of slits in the lid (see sketch). Next, paint the box with water color poster paint. We made ours Kelly green on bottom, shocking pink on top. Wh the box is dry, tuck the gift ins and fasten the works with thi



lengths of ribbon run through slits and tied on the box top in staggering trio of bows.

Take it from me...

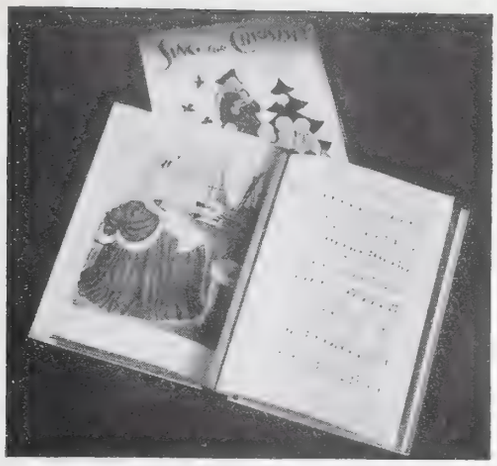
smoother drinks come *from* HAVANA CLUB RUM



86 Proof

Write for FREE bo
"Favorite Rum Rec

Distilled and Bottled by JOSÉ ARECHABALA, S. A., Cardenas, Cu
Sole Agents for U. S. A.
WILLIAMS IMPORTERS, a Division of R. C. Williams & Co., Inc., 610 5th Avenue, New Y



FRED LERNER

A carol book that's fun to READ and LOOK at, too

Pictures and stories as well as music make it a perfect gift for a child

THIS book is called "Sing for Christmas," and we can see it twenty years from now, smudged, dog-eared, and dearly treasured. In it Opal Wheeler has collected 29 of the best-loved Christmas carols and tells the youngsters the stories of most of them. Gustaf Tenggren's charming pictures illustrate it. (E. P. Dutton & Co., $2.50.)



Lovely as Moonlight...

Golden-hued Dirilyte

"I bought some Dirilyte goblets. I want more pieces. I want it for wedding gifts, Christmas, anniversaries—in fact, I want Dirilyte!" writes a typically enthusiastic customer. Dirilyte is a golden-colored alloy, lovely as pools of moonlight on your table. Dirilyte flatware is ideal with gold-decorated china and crystal—dramatic and gay in every color scheme. Send for booklet, and plan your post-war Dirilyte purchases, now!

AMERICAN ART ALLOYS INC., KOKOMO, IND.

P. S. Send 15c for new Dirilyte booklet, just out: "How To Set A Beautiful Table"—clear instructions, many color illustrations.



THE TRAMP OF MARCHING FEET

..on the New Living Room Rug!



But Rugs Backed With CELLUCORD *Can Take It!*

CELLUCORD is the new *plasticized* rug-backing yarn. It keeps the pile firm and upright, even under terrific pounding. That's the reason why Cellucord-backed rugs and carpets keep new looking *longer!*

CELLUCORD'S smooth, plasticized rug-backing means less dust-forming fuzz . . . cleaner floors.

CELLUCORD'S plasticized finish is flame-resistant, rot-resistant, water-resistant. It is not affected by cleaning.

CELLUCORD will outlast the surface of any rug or carpet.

CELLUCORD has been thoroughly tested and approved by America's largest rug and carpet manufacturers.

The BEST rug for your money is backed with

Cellucord*

*Trade Mark registration applied for

MILLETT CORPORATION, GILMAN, VT. • America's largest producer of rug-backing yarns



Save your oatmeal boxes FOR GIFT BOXES

SWEET are the vicissitudes of the paper shortage when they produce Christmas gift packages like this beflowered one.

All you need is an empty oatmeal box, a strip of pretty wallpaper, and some good old library paste. Fill the box with the scarf for Nell or the stockings for Imogene. Then slap on the top, and girdle the whole business with wall paper that's been spread wit paste. A cut-out flower pasted o the box top is a finishing touch Tie up with ribbon and add a frou frou bow.

To help you cut the paper to fit our oatmeal box research depart ment has figured out that the aver age box is 7" high, 13½" around

It's smart to say—I'll take

DUBONNET

CHILL IT... POUR IT... ENJOY IT

Straight or mixed – in cocktails or highballs

DUBONNET is a world-famous drink—given unique flavor and aroma by a formula and process unchanged in 98 years.

VERMOUTH by DUBONNET (dry or sweet) makes Martinis or Manhattans something special! Try it today.



SWEET or DRY

© 1944
Dubonnet Wine and Vermouth by Dubonnet. Products of U.S.A. Dubonnet Corp., New York, N. Y.

SOME HOME TRUTHS ABOUT HOUSING

CONTINUED FROM PAGE 63

ıg or parking cars, for crossing affic-burdened streets with safe-, for pleasant access to schools, ıurches, shopping, and recreation. hat, in the sense we use the ords, is "housing trouble."

In a new era, which envisages a eacetime norm of forty hours of ork a week, where are city facili-es for about thirty hours of recre-ion a week, which remain avail-ole to adults after the cares of ormal duties and routines? Where re the play spaces for the toddler, ıe growing boy and girl, the teen-ged adolescent? These, too, are ousing ills.

UR antiquated street pattern was bad enough when it was com-licated only by automobiles, but hat about the days to come? The rplane is here. There is not ıfficient preparation for airplane affic that will follow the war roduction of planes and the war aining of pilots.

There is great lack of co-ordina-on between the many arteries of ving — home, factory, school, ıurch, park, store, hospital, road, ıd car or bus. There is great lack of planning to make life's stream flow in measured beat through the many arteries that lead to a full life. The arteries themselves often are not only poorly placed in relation to each other but foul in conception and construction.

Every human being is touched by the conditions that pulse the avenues of his community. Any contamination, any part of the municipality requiring an extra share of the taxpayer's money for police, health, fire, and sanitary services because of its rundown character, affects the financial, physical, and social well-being of the entire area.

It is not necessary—it is indeed foolhardy—for our people to live inadequately housed and serviced by their communities, when the possibilities for comfort, convenience, health, and pleasure are within the reach of all. Concerted action on the part of all of us, determination to study the "whys and wherefores" and make the enormous changes in the housing industries, in local government, in

(*Continued on page* 102)



RWAY FURNITURE

NORTHERN FURNITURE CO.

MAKERS OF BEDROOM AND DINING ROOM FURNITURE

ou are welcome to visit our showrooms in the following listed cities

oston Cleveland Chicago Cincinnati Detroit Kansas City Milwaukee
linneapolis New York Philadelphia Pittsburgh Sheboygan St. Louis

For local address consult telephone book and please note that purchases may be made only through authorized dealers



JOYOUS SUNLIGHT filtered through filmy Vogue Curtains,—a good omen for a Merry Christmas! Beautiful Vogue Curtains let in the light, yet subdue glare and add dignity and charm to any room.

They're practical and economical too. Most Vogue fabrics,—rayons, as well as cottons,—are WASHABLE, and the "Stay-Starched" finish makes starching unnecessary, resists dampness and dirt and repels bugs called silverfish, which ordinarily eat rayon like moths eat wool.

In spite of war restrictions Vogue Curtains are still available in limited quantities from coast to coast. If your favorite store does not carry them, ask us to suggest a store near you.



The Vogue Tailored Curtains illustrated here are of genuine Chiffonese—the famous Celanese rayon sheer. Colors are unusually fast, and the curtains launder perfectly. Ready to hang.

Look for the label!

ROBERTSON FACTORIES
321 Fifth Avenue, New York
Factories from coast to coast in Taunton, Cleveland, Pittsburgh, Cincinnati, Detroit, Portland, Ore., St. Paul, Los Angeles, San Francisco,



Adorable..

YOUR BABY'S FIRST SMALL SHOES





Preserve them Forever...

IN BRONZE, SILVER OR GOLD

Parents who have been treasuring baby's first shoes know they are doubly precious—for there can be only one "first" pair! And only once can they be made into a lasting heirloom. So enjoy the satisfaction of owning the best—have *your* baby's shoes made into a superbly crafted Mason Masterpiece . . . with every tiny scuff and wrinkle preserved in bronze, silver, or gold.

HERE'S ALL YOU HAVE TO DO!

Take your baby's shoes to a Mason Masterpiece dealer (you'll find them in leading jewelry and department stores). Ask to see a copy of our new booklet of colored reproductions. Select your Mason Masterpiece. Then ask him to send your baby's shoe to us. *Place your order now for delivery of a Mason Masterpiece after the war.*

If you cannot locate a Mason Masterpiece dealer in your city, write directly to us for his address.



MASON *Masterpieces*

L. E. MASON COMPANY, Hyde Park 36, Massachusetts

MAKE IT A WHITE CHRISTMAS

CONTINUED FROM PAGE 90

Caroline, whose splendid son was killed in France, has her chin up. Every card brings its message—the message we wanted. No matter how small in size or how brief in words, it tells us that our friends are still not only in mortal form, but thinking of us with affection as we think of them. Incidentally, the address helps us to fix them in a definite location, which is quite a clarification in these days of change and flux.

Another flurry of white flakes, and we eagerly peruse each one. Kate's long annual letter. We won't gulp this, but read it at leisure and answer it in detail. Darling Kate. . . .

Even the calendar from the dairy and another from the steam laundry and a third from the nurseryman are reassuring. They announce that they are grateful for our patronage and looking forward to our continued, etc., etc. Who called them merely commercial? I, for one, am delighted to know that our community is still supplied with these convenient establishments.

WEEKS before December twenty-fifth the cards begin to come. Gracious, here's one from the Dilloways, and we had crossed them off our mailing list since we hadn't heard from them for five successive years, and didn't know if they were still stuck in France or had been blitzed in London, or what the deuce had happened to them. And here it is, in black and white. They have bought a place in Long Island and "do, darling, let us know when you come to New York." Hurrah! We most certainly will let them know the next time we get to the big city. Fun to see them again.



$2.50

A FINER PHONOGRAPH NEEDLE

No needle noise or scraping at the record. Walco's unique design eliminates shank vibration. 10,000 plays, less wear. At Dealers. *Acclaimed by music lovers everywhere*

Electrovox Co., Inc., Maplewood, N. J.

DOUBLE YOUR *Enjoyment*



Forbidden Fruit—mellow, smooth, wonderfully good—"Gift of the Gods". One taste will tell you why it is acclaimed "The Aristocrat of Liqueurs" . . . try it before dinner—after dinner—anytime.

70 proof

JACQUIN'S CORDIALS

Since 1884 liqueurs by Jacquin have maintained their high standard of quality and excellence. You are assured of incomparable 'goodness' when the liqueur you serve is Jacquin's. It is a tribute to your good taste.



ROCK and RYE
70 PROOF



CREME de MENTHE
60 PROOF



DE ST. DOMINIC
80 PROOF

MADE BY
CHARLES JACQUIN et Cie, Inc.
PHILADELPHIA, PA.
MAKERS OF QUALITY CORDIALS SINCE 1884

PRIZES AWARDED FORBIDDEN FRUIT

PARIS · 1906 BORDEAUX · 1907 LONDON · 1936

Vanderley

ICTORIAN

Beautifully hand-carved from solid mahogany, Vanderley reproductions are inspired by antiques fashioned in the finest American tradition. Authentically-styled and honestly built, Vanderley furniture will bring distinctive beauty to your home.



Fredericksburg Reproductions

Fashioned by Grand Rapids craftsmen skilled in the art of fine cabinet-making, these Fredericksburg pieces bring you the charm of Old Virginia.



SEND FOR OUR BOOKLET

"Jewels of Victorian Furniture," showing many beautiful reproductions you will cherish as heir-loom pieces. Mail 15 cents in coin to Dept. H-L.

Vanderley Brothers, Inc.
GRAND RAPIDS, MICH.

No card from Alice. Queer, how for a dozen Christmases we find ourselves hoping she will let us know where she is and what has happened to her and her family. Don Webster reported that he passed her on the street in San Francisco a few months ago looking gay and prosperous. But Alice stopped sending us a card so long ago that we have lost, not only her address but—and this is the genuine loss—all sense of communication. Too late for us now to get in touch. Too much has happened. Too many changes. The thread between us has snapped, never to be repaired. A card—a penny card once a year—would have sustained that thread.

AN elaborate hunk of pasteboard from Ruth and Jim. Who in creation are Ruth and Jim? ("Dear, do you know who Ruth and Jim are?" "Aren't they those people who motored through last spring and called up and said they were friends of the Marshes, and we had them to luncheon?" "Oh, yes, of course. I didn't remember their first names if I ever knew them. Nice of them to remember us and the luncheon.")

Another flurry of white flakes. More messages—more pleasure. It's better—much better—than any old home week. It's a reviving of countless memories and associations. A strengthening of ties that bind us to the past and which, carried forward into the future, will be more precious every year.

Christmas cards, Christmas cards. There can never possibly be one too many!

(No, we will not indulge that surge of quick grief that never again will there be a card from Hugh—never, never, not so long as we live.)

A white Christmas—always a white Christmas.

If there were a white Christmas all over the world, bearing messages of friendship and good will, it would soften the horrible scars of war, and obliterate the wounds of mankind.

★

INVEST IN THE FUTURE

BUY WAR BONDS

★



CANADA...FOR the Rest of a Lifetime AFTER VICTORY

FOR that post-war vacation with your boy just back from overseas or for war-delayed honeymoons, there's no place like Canada, land of your comrades-in-arms, with its vast panoramas of unspoiled lakes and forests. There, you can swim, fish, ski, hunt, ramble through old-world villages or loaf to your heart's content. You'll reach picturesque faraway places easily and quickly over improved Canadian highways, modern railroads, steamships, airlines, or motor coaches with accommodations ranging from deluxe resort to camp in the wilds. For information write Canadian Government Travel Bureau, Ottawa, Canada.



MANITOBA—with that finest of mid-continent playgrounds, Riding Mountain National Park . . . and Indian crafts . . . Old Fort Garry.



BRITISH COLUMBIA—"Canada's Evergreen Playground" of rugged grandeur, winding fjords . . . Indian totem poles.



PRINCE EDWARD ISLAND—The famed Garden of the Gulf with its lovely countryside and endless, surf-swept beaches.



Issued under the authority of Major General The Hon. L. R. LaFlèche, Minister of National War Services.

Beauty

...FOREVER YOUNG
in the mellow radiance of
TAPERLITES*



LIGHT that spills in soft radiance over polished wood and silver . . . painting your hair, your eyes, your skin with warm and flattering tints. That's the witchery of TAPERLITES, widely-known product of Will & Baumer—candle makers since 1855.

In quality, artistry and color they stand first among popular-priced hand-dipped candles. Used wherever the subtler values of taste, atmosphere and social usage are cultivated. At department, drug, housewares, grocery stores and gift shops—or wherever candles are sold.

*Trade-mark Registered

Send for your free copy of a "Guide to Lovelier Table Settings". Dept. HB-12.





Taperlite

Made by
WILL & BAUMER CANDLE CO., Inc., Syracuse, N. Y.
Makers of Quality Candles Since 1855

CONTINUED FROM PAGE 99

community thinking which must precede a full solution, would make better living a reality.

But investigation precedes determination and action. Now is the time for the earnest citizen to study the facts.

Let's take up the three goals which would solve the housing problems of the country.

GOAL 1: How can we get homes at lower cost?

It is said that lumbermen, plumbing supply houses, furnace manufacturers, electrical contractors, insurance companies, all unite in a witch-like profit dance around the unborn house. With "Double, double, toil and trouble" their chant, when at last they have doubled the legitimate charge on every ingredient, skill, and process that goes into a home, the building naturally costs twice as much as it should. But this statement is misleading. The root of the evil of excess profits does not lie with one individual or industry. It lies mainly in the multiplication of uncoordinated interests, each with a separate "take."

Like children sniping at eac other over the old-fashioned bac fence, some perplexed builde raise accusing shouts at *labo* maintaining that labor's excessiv rates are the sole cause of hig housing costs. Others carp at th *banker's interest* rates, or at *co lusive agreements* between mat rials or plumbing manufacturer An accusing finger is pointed a *archaic building codes*, another a *inflated land values*. The fault i said by some to be with *site dev opment costs* and *speculative dea ing in land*. Or *excessive maint nance costs*. Or unfair and *burden some real estate taxes*.

IN these accusations there ar germs of truth. But they are germ that irritate the ailment; they ar not the basic answer, not any on of them taken alone. *All* the cost of a house must be lowered, i we are to achieve the goal. Cost must be lopped off in borrowin money, in buying and improvin land, in property taxes. Bold, new methods of design, use of materials construction, production, and dis

(*Continued on page* 105)

GOLD SEAL
NEW YORK STATE
Champagne



Exquisite bouquet, cleanness of taste and sparkling effervescence, distinguish this truly fine champagne. Expertly blended and naturally fermented in the bottle in the "Champagne District of America," Gold Seal embodies in every luscious drop a quality that has been renowned for 80 years.

BRUT—*A Very Dry Wine*
SPECIAL DRY—*A Dry Wine*

Urbana Wine Co., Inc., Urbana, Hammondsport, N. Y.

Produced in the "Champagne District of America"



It's been "done over" a hundred times

Not actually, but just in talk between Mom and Dad and the kids. Each one wants something extra special in that remodeled bathroom to meet a particular lack in the old one. So the new postwar bathroom ought to be pretty scrumptious, with all comfort features, and the most modern plumbing fixtures in pleasing colors. It's going to be a Briggs bathroom from start to finish, which means that the whole family will be pleased!

E BOOKLET—"Planning Your Bathrooms and Powder Room." Write for yours today!



DESIGNED AND ILLUSTRATED BY BRIGGS DESIGN RESEARCH DEPARTMENT

Whatever your dream bathroom may look like now in your mind's eye . . . we'll go all-out to top it. Our designers have added many refinements to the formed metal fixtures originated and developed by Briggs before the war. And there are more to come!

Plan for tomorrow—Buy War Bonds Today.



BRIGGS *Beautyware*

BRIGGS MANUFACTURING COMPANY, PLUMBING WARE DIVISION, DETROIT 11, MICHIGAN

. 1944, Briggs Mfg. C .



Dear Mr. Keats: You will be glad to know that in our store-house a case of LEJON Brandy has been laid down for you. It really wasn't necessary to run an ad. Any lover of fine brandy would have been glad to put you straight that LEJON was that "draught" which you were looking for • • • Speaking as Vintners, it seems to us you poets pay a mighty fine tribute when you write of our product anonymously, but the next time you do an Ode, a single word "LEJON" might add a practical imagery useful to others.

LEJON

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SOME HOME TRUTHS ABOUT HOUSING

CONTINUED FROM PAGE 102

ribution are needed. Bold men with courage are required to venture in *co-ordinating* all the steps that lead to the finished house, set in a pleasing and convenient environment. Only by teaming up all interests, and making them "all for one and one for all," can the polluting water of excess profits be wrung out of the housing situation.

CHAMPIONS of the "Let-Rugged-Individualism-Do-It" school point out that the American home is not, after all, such a forlorn place. True—in comparison, perhaps, with the leafy dwelling of the Polynesian, the drafty chateau of the Loire country, or the adobe hut of the Mexican. It is not, however, the high line one has become accustomed to take after much reading of full-page advertisements celebrating the American birthright to bigger and better messes of pottage. If we are to live the good life, we must drop the heresy that a home good enough for the Guatamalan rubber hunter is good enough for the South Carolina factory worker.

It is up to all of us to analyze the methods which may be used to cut down the costs of home ownership. A bird's-eye view of what is involved will be found on page 63.

GOAL 2: How can we provide stability of home values?

By controlling the neighborhood in which the home stands. The value of a house is not only dependent upon its own intrinsic worth, but upon the values to be found in the surrounding houses, and in facilities contained in the neighborhood. The greatest precaution against decreasing value is *good maintenance*—not only of the home itself, but of the neighborhood in which it lives.

A home has the best prospect of retaining its value when it is built in a neighborhood which has *well drawn building regulations* and is *zoned against commercial and industrial intrusions* and *land overcrowding;* when the neighborhood

(*Continued on next page*)

AMERICA'S SMARTEST PIANO FASHIONS

Plan to Include a

GULBRANSEN

Duchesse

CONSOLE PIANO



. . . in Your Post-War Home

GULBRANSEN CONSOLE PRICES START AT $495



Serenely lovely to look at, the Duchesse Studio Console connotes the exquisite styling of Gulbransen authentic period pianos. Rich resonant tone and smooth responsive action. New pianos are now available to musicians, music teachers, and music students.

WRITE FOR FREE Booklets showing Gulbransen new charming traditionally-styled Grands and Consoles

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Wilson-Jump



Rhapsody in YOU

Giving a home character and meaning . . . giving it an atmosphere that expresses you . . . is an art.

Furnishings, fabrics, floor coverings, colors, all must be selected carefully and blended into harmonious composition—just as the composer blends musical tones into appealing melody. Fine furnishings alone don't make a beautiful home. Nor is it simply a matter of good taste. It's the experience, the skill and ability to achieve not only beauty but an atmosphere distinctively yours, the effect you want.

For a single piece or a complete home, this kind of help is yours at Wilson-Jump . . . at no extra cost.



Wilson-Jump Company

at 608 South Michigan Avenue, just north of the Blackstone Hotel
CHICAGO

FINE HOME FURNISHINGS—FURNITURE, DRAPERIES, DECORATIONS

CONTINUED FROM PRECEDING PAGE

has been developed according to a *well balanced plan* providing all the requisites of living within convenient reach of all; and when *a method of assuring neighborhood maintenance* has been evolved and supported by the householders therein.

ZONING can be most effective in preparing plans for new areas, but it is also a welcome aid in preventing the intrusion of unwelcome buildings in an established neighborhood. On the whole, zoning ordinances have been timid in the extent and quality of their approach. Many people embrace the principle of zoning but neglect to put it into practice. There is almost always special interest opposition to the enactment of a zoning ordinance. To be successful, such an ordinance must go to the *root* of neighborhood requirements. It must be so written that it forbids the construction of anything not in the best interests of the whole neighborhood. It should also place a time limit upon the existence of buildings *already* built which are not harmonious to their surroundings. This is known as "time zoning," but little so far has been done about it.

This could work through an insurance policy which would be taken out at the birth of the building, paid for in premiums during its stated life, and when the policy matures the owner would receive the price of the building, less the cost of land. The owner then would be in a financial position to tear down his building and rebuild it. Such a device, to be effective, should be used by all owners within a neighborhood, for spotty rebuilding is not advantageous in an area filled with old buildings.



The perfect gift for brides, for about-to-be's, for every woman whose heart is in a beautiful home.

Big — for sleeping comfort, bouyant yet warm . . . that's the FARIBO Blanket. Made to last and last . . . all *new virgin wool.* Colors are fresh, new, enchanting! Your favorite department store has 'em in the roomy double-bed size.

FARIBO WOOLEN MILLS

FARIBAULT, MINNESOTA

The Perfect Gift for Men—
...demanded by smart women!

New, luxurious Shave Kit
"The Caravan"

Consisting of 10 Personna precision blades (sold everywhere at $1.00)
a precision razor
and a 20 gauge steel mirror
... all compactly arranged in a beautiful stitchless* case made of genuine Pigskin leather.

Two great names—
Worthington Fifth Avenue
PERSONNA
Combining the finest in blades with the finest in leather.
*Patent Pending

Mailable Overseas Anywhere, Anytime!



On sale at better stores from coast-to-coast. If your dealer can not supply you, order direct from

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The Needle with the Curved Spring Design



The unique curved shape does the trick... minimizes surface noise... lessens record wear.

AEROPOINT
Long Life Phono Needle

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OHIO WINE



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Write for "Hostess Handbook of Party Games"—free 24-page book on entertaining. Engels & Krudwig Wine Co., Sandusky, Ohio.

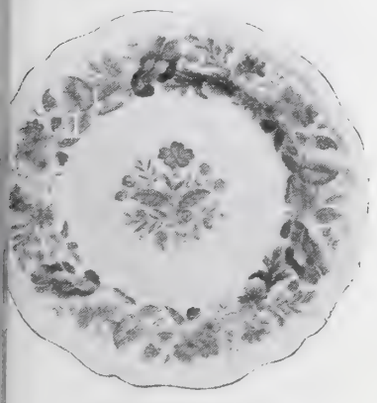


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ROYAL·
DOULTON



THE CHATSWORTH



THE STRATFORD

e ***Chatsworth***, a brilliant example hand-enameling, is delicately ecuted on lustrous Royal Doul- n Bone China.

e ***Stratford***, with imperishable derglaze colorings, is an exam- e of Royal Doulton Earthenware.

ne Symbol of Royal Doulton is und on the widest possible range tableware, urines, animal bjects, minia- res and inci- ntal pieces... rite for name your nearest ealer. Enclose c if you want fully illustrat- booklet, in- uding correct ble services.



TOP O' THE HILL

WM. S. PITCAIRN
CORPORATION
Sole American Agents
212 FIFTH AVE., NEW YORK

Zoning, however, is a negative aid to the homeowner. It stipulates what must *not* be done. The home requires positive aids. It is to the interest of everyone living in a neighborhood to see that *facilities* which keep its standards high are there: freedom from traffic, accessibility, footways, appropriately wide streets, plantings, schools, playing fields, stores, libraries, churches, and so forth. All these things add to the continued value of the neighborhood, and it is to everyone's advantage that they be part of it. Everybody in the neighborhood should co-operate in the steps necessary to the creation and preservation of a complete neighborhood—builders, lending institutions, municipal departments, and householders.

BUT even if all the facilities are there, poor maintenance can blight the neighborhood. It is essential that one home be protected from the ravages of neglect that another home may perpetrate. *Maintenance responsibility* should be established through covenants, corporations set up for the purpose, or individual concern. Individual concern is the most effective, but it is rarely found. Now and then one finds a builder motivated by pride and good business judgment to inspire special care, but the vision of most builders and financiers has not been clear enough to foresee *the good business sense of excellent upkeep.* When land is divided and sold to a myriad of individuals and there is no one financial interest to watch over all of them, the interest of each owner is better safeguarded by a maintenance covenant agreed to by each purchaser of plots. (Editor's note: See article on Homes Associations, HOUSE BEAUTIFUL, October 1944.) The underlying principle is provision for repairs, lawn and street care, by a maintenance corporation wherever an owner fails to do it himself.

GOAL 3: How can we create the right environment?

The answer is—we can't, each of us, all by ourselves. We can only do it as a community, as a city, as a county. For *proper environment is the result of planning* by the continuing authorities who can project their plans in terms of years, even generations. The home is affected by the economy of all levels of government. It is not only affected by the physical planning of streets, parks, and playgrounds. It is fundamentally affected by the

(Continued on next page)

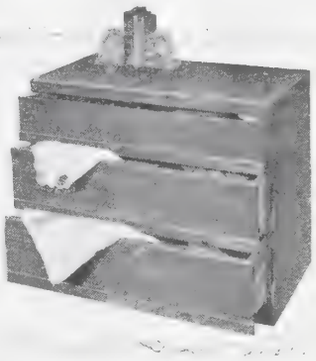
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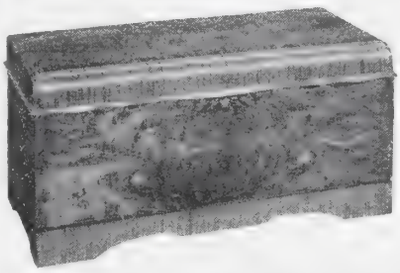
Its Enlistment Completed, *The Gunstock Wood* Returns as Favorite Wood for Christmas Gifts



TABLES
Cocktail, end, occasional, are prized gifts when made in genuine walnut. Model shown made by MERSMAN

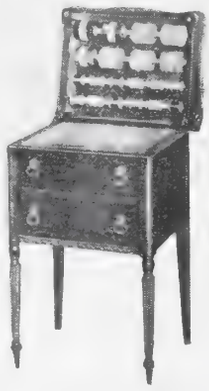
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CONTINUED FROM PRECEDING PAGE

financial planning of these units of government. Therefore, every homeowner should be concerned with the vitality of his planning bodies and the scope of their functions, whether the planning be national, state, county, or city.

A national planning agency should be created—to collate facts that would be of inestimable value to the executive and legislative branches of the federal government and to state and local planning agencies. It will be recreated only if the people of the country understand what it does and demand its reappearance. A national planning agency would inventory the natural, commercial, and industrial facilities of the country, chart their trends and influences, make the facts available to the people and to their Congress, state, country, and municipal officers. State planning agencies then could use such data as background upon which to set each state's course, each state gauging its niche in the national economy and adjusting itself accordingly. City and county planning agencies would use the state's program as an overall guide for their areas.

MOST city planning commissions today are only glorified street designers. They must become *more* than that, if communities are to be soundly developed and redeveloped in the future. They will be, when their citizens demand it.

Local planning is complicated by the failure of cities and towns in close proximity to co-ordinate their public works and policies. These separate political entities should stop treading on each other's toes and work together. Metropolitan planning agencies, which would not stop at an invisible line between city and suburbs, should be created—by the mutual consent of the

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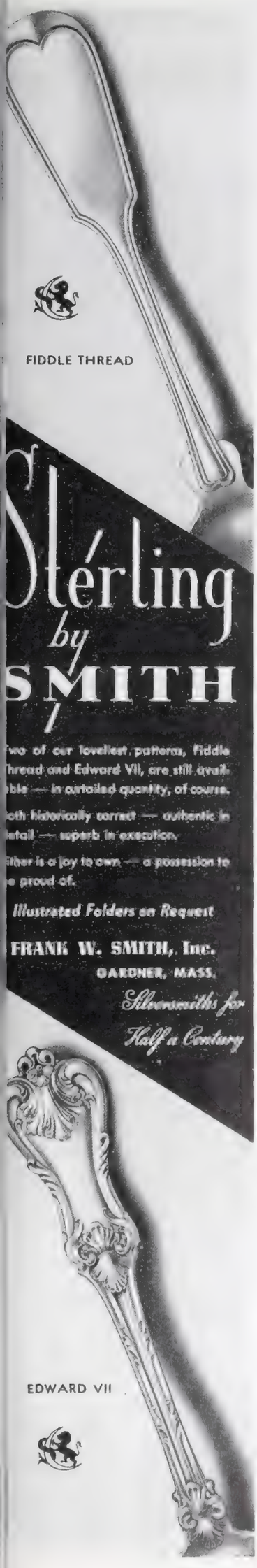


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cities and towns within the area. Such agencies would set overall goals for the region; the separate municipalities would be asked to plan within the framework so set. It would be beneficial for all concerned.

Removal of slums certainly is part of creating a right environment. But men today haggle over the way it is to be done. There are many factors which complicate the accomplishment, we know. Slum land is almost always expensive, assessed far above its actual value, divided into many parcels difficult to assemble. A slum neighborhood usually is too large for small sporadic efforts at redevelopment. Sporadic efforts are like pebbles thrown into the ocean; they have no effect on general conditions about them and are engulfed or lost. If slums are to be leveled and rebuilt, it must be done on a large scale. But the haggling as to *how* will have to come to a halt. It is particularly urgent that a decision be made at this time, when such an extensive program of public works is contemplated.

Among the things which must be done, and which each citizen should understand so he may press its prompt action, are:

1. State and local legislation must be passed facilitating the assemblage of parcels of slum land. (Ten states have done so.)

2. The yearly carrying costs of the development must be reduced by taxing on *use* value rather than on anticipated value.

3. Long-term loans must be made available to redevelopers through the city, State or Federal governments.

4. The community must decide whether it can finance the aid to redevelopment or whether it requires and wants state or federal help. Meanwhile have legislation ready so that help is at hand when the community makes its choice.

None of the problems is easy. None will be solved quickly. But if the capitalistic system is to survive in this nation, it must be successful in making mass purchasing power capable of buying life's essentials. *What is more essential than a decent, economical, pleasant home and home environment?*

★

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ARE YOU SURE YOU CAN TRIM A TREE?

CONTINUED FROM PAGE 58

dimensional numbers, like cornucopias, angels, clowns. You'll develop your ideas in finer materials, without a qualm. It's like starting your sewing career with plain kitchen curtains and working up to slipcovers.

Tree-trimmers of the run-of-the-mill variety have one common fault. They don't know when to stop. They can't bear to leave one inch of greenery uncovered while their supply of ornaments holds out. Which accounts for all those cluttered, heavy-handed trees you see. You'll get the greatest potency in color and brilliance if you give each ornament space enough in which to shine forth. Pick and choose only the very loveliest baubles from your box of ornaments, and make the firm decision to use not one more star or one more strand of silver rain than the tree can gracefully carry. And while you're guarding your precious tree against clutter, it might occur to you that the same principles might be applied to over-furnished, crowded rooms.

WHERE you place the tree counts, too. It deserves an important, dramatic setting. The finest balsam fir can't help losing some of its majesty if it's crushed into a cramped corner of the living room. Let it stand free and clear, between windows, in a bay, or against a long wall. Re-arrange the furniture if you have to, and if there are pictures cluttering up the background, take them down. After all, this happens only once a year. A small tree can be mightily impressive, but not if it's set so far above eye level that you have to stare up at it, or so low that you get a bird's-eye view. Place it on a table before a mirror and you'll get twice as much Christmas cheer by reflection.

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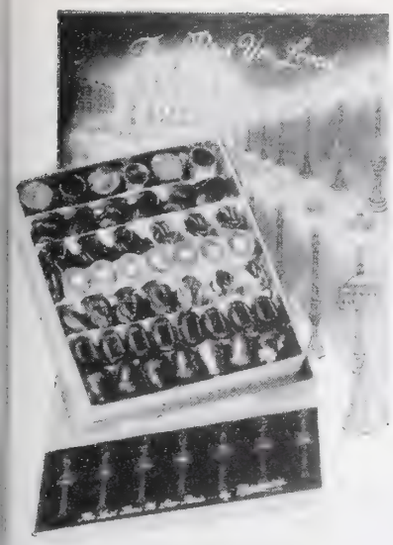
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"SAFE" GIFTS

CONTINUED FROM PAGE 87

Columbia 71594-D. If he likes piano music—this is an example of good playing by one of our best pianists.

J. Strauss: Tchaikovsky: Sibelius: Four Favorite Waltzes: On the Beautiful Blue Danube and Tales from the Vienna Woods, Waltz of the Flowers, and Valse Triste; Columbia Set X-240. Conducted by Howard Barlow and the Columbia Broadcasting Symphony. A good album for children.

Schubert: "Der Doppelgänger" and "Die junge Nonne," sung by Lotte Lehmann, soprano, with Paul Ulanowsky at the piano; Columbia 71509-D. Songs by the greatest interpreter of the *Lied.*

DEAR E. G.

CONTINUED FROM PAGE 89

small is minced? And how does it get that way?

By the way, remember that political tea I wrote you I was giving? You must hear the end of it.

The apartment was pin-neat, and the food—all seventy-nine cents worth from the corner bakery—was on the newly-waxed table. In came eleven little political-minded housewives, including one old lady who couldn't read, write, or hear, but was dying to help in the coming elections.

Nancy talked about the founding of the Club and I talked about the candidates and the issues and just as we really stopped shaking one of the women turned to her neighbor and said in a stage whisper: "Aren't they cute?"

Imagine anyone saying that about Clare Booth Luce! It was the most shattering moment of my life. We served coffee shortly.

I once had hopes of being home for Christmas, but the Corporal (looks pretty, doesn't it?) seems to be needed on these khaki shores. However, when I compare last Christmas, when it looked as if there would be many many more Christmases away from home for everybody, to this one, I wouldn't think of complaining.

So a Merry, Merry Christmas, Elizabeth. I hope that with the next one Carl and David will both be in tweeds again. And that this time we get the right kind of peace on earth.

Love,

Helen

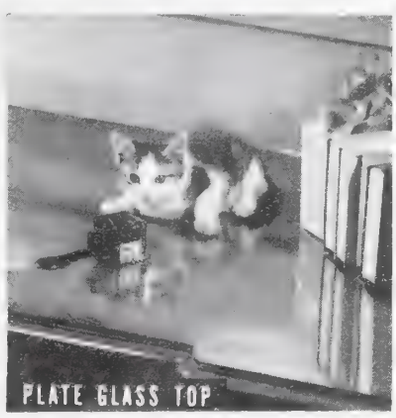
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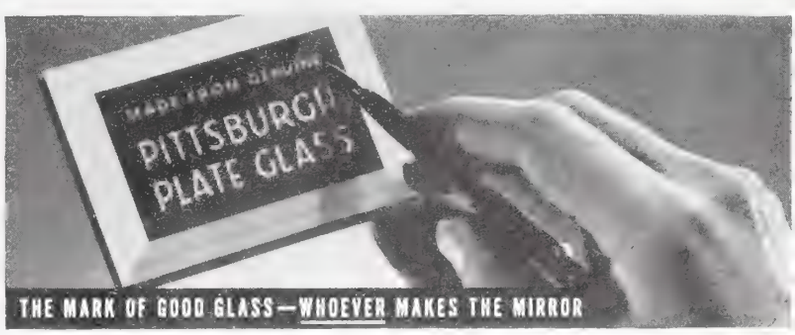


Sure to score a bull's-eye, whether you give it to a cousin, or a friend, or inveigle your husband into giving *you* one! Convex glass, decorative frame (And don't overlook Plate Glass table tops when searching for nice gifts.)



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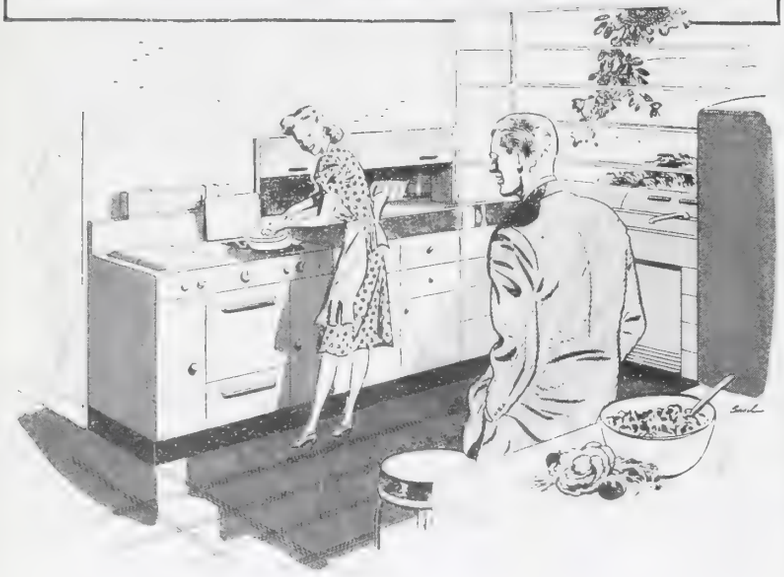
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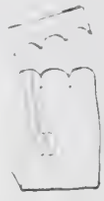
FRED LERNER

Snap your fingers at THE GIFT PAPER SHORTAGE

Here's how to turn a lowly paper bag into a gift package that will mesmerize them

WHO said anything about gold paper and silver stars? You'll gladly skip them this Christmas to save paper. But your gifts can still be as giddily, brilliantly, wittily dressed as ever.

All you need, so help us, is a paper bag. Scallop the top, as shown in the sketch. Provide yourself with strips of colored paper, ¾" wide. Paste strips on the bag, spacing them evenly, and don't forget the sides. Punch two tiny holes in each side at the top of the bag to hold a ribbon tie. We tried our hand at this trick, using a white



bag, red stripes, a green bow. It looks so much like Christmas we can almost hear the bells jingle!



It's a postwar Promise ... from

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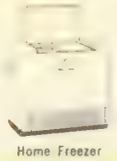
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THE MIRACLE HOUSE MYTH

(Continued From Page 79)

...rs to replace all of the houses ...t are now in use.

...f course, the same period of ...ulness cannot be assumed for ...houses. A considerable number ... already more than fifty years ... Millions of houses in existence ...not measure up to fair prewar ...dards. Numerous other houses ... suffering decline in value be...se of fundamental bad design ...neighborhood conditions. Con...iently, the new house, attrac...ly designed, embodying the ... it can afford of what will be ...lable when construction is re...ied, and placed in a well...ined, well-located neighbor...d, should have an excellent ...nce of remaining in use for ...ger than the average time.

...NSIDERING the great prepon...derance of existing dwellings, ...nge, even though it were to ...as rapid as the enthusiasts fore..., would still be a slow process. ...this most rapid rate, it would ...nearly a generation before the ... of our communities would be ...erially affected, and better than ... generations before the old could be wholly wiped out. But change will not come all at once, nor in every feature of the house at once, so that the total aspect is certain to be altered more gradually than that. *It is safe to say that today's desirable house will remain desirable for a long time to come. Desirable, yes—but at what price?*

Here is another important factor to consider, which should ease your concern. The great preponderance of existing houses has an effect on the pricing of new houses. Since the total demand of houses must, at all times, be largely taken care of out of the vast stock of existing houses, the prices of these older houses have a weighty influence on the prices of new houses. New houses need never be priced lower than is necessary to sell them in competition with the older houses. So whatever price reductions may be possible in the future, they will probably not take place any more rapidly than may be required to maintain production. The likelihood of cataclysmic price changes because of technical improvements is doubtful.

(*Continued on next page*)



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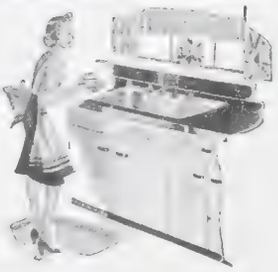
GARDNER, MASSACHUSETTS

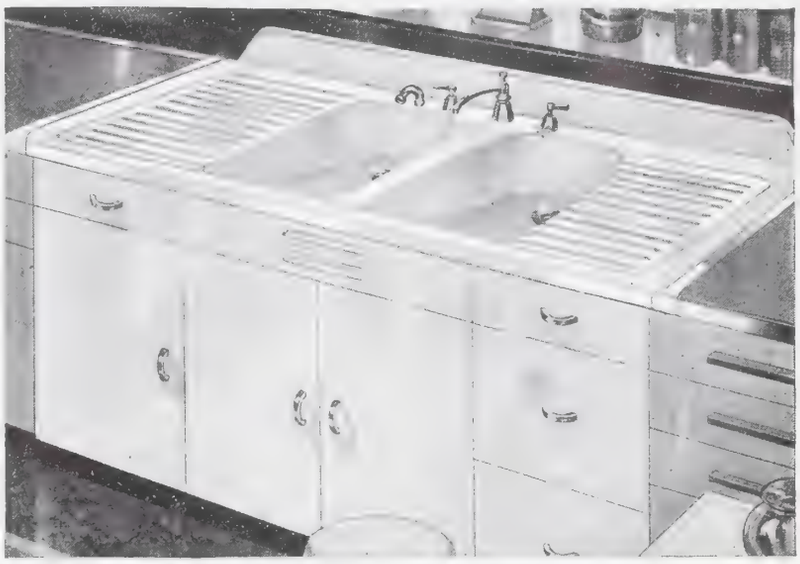
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Planning a New Kitchen?





Mrs. Smith, Mrs. Brown, Mrs. Jones and lots of other women all over the land are more conscious of their kitchens than ever before. They seem to be determined that their new or remodeled homes which they are planning now shall have lots of practical conveniences to make their duties in the kitchen easier and more enjoyable than ever before.

If your hopes include a sparkling new kitchen and you want some excellent suggestions on planning it, write for Eljer's booklet "Women Tell Us . . . ". Eljer has been building fine plumbing fixtures ever since 1907 and has some very appealing ideas for you to put to work in your home. A large selection of kitchen sinks offers a particular unit to fit your very own ideas. Mail the coupon today!

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FLINT ROAST SLICER—for dinner meats. Hollow ground 9-inch blade. Illustrated above.

CONTINUED FROM PRECEDING PAGE

But what of the second question—will you deprive yourself of some important benefit by not waiting until the prospective changes are available? The question may be answered by a story told by Stewart McDonald, the man who built FHA to its present greatness. When he was a boy he wanted a bicycle. But his father, whenever the subject came up, persuaded him to wait for the great improvements that would be made in next year's bicycles. This went on until he reached the age when he no longer had use for a bicycle. Change and improvement are unending, and there is always something to wait for. If the process is continued, you may, like McDonald, end with never having had your bicycle.

LET'S look briefly at the character of the prospective changes. Style and appearance may be modified. But a simple, straightforward design, in whatever style, rarely goes sour marketwise, particularly if the plan arrangements are good, if the grounds are attractive, and if the neighborhood remains popular. Structural methods may change; but if your house is well built, whatever the method of its construction, you need have little subsequent concern on this score. Mechanical features may be improved; but manufacturers, aware that there are always more existing houses than new ones, inevitably develop their products to permit adaptation to the older structures. Consequently, you may have most of these new features as your original equipment wears out, and even sooner than that if you can afford it.

Summing up, no fearsome prospect confronts you as a prospective purchaser. You should, in the future as in the past, be able to get a substantial, attractive house, suit-





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able to your requirements, and adaptable to change in those features where change is most likely to affect your comfort. You should be able to do this with avoidance of any undue risk of obsolescence of your property or depreciation of your investment in case you desire to sell, to satisfy a craving for change or for other reasons.

Your *real* concern should be that the house you build shall be as up-to-date as the best of the prewar houses. There are houses, built in the five or ten years *before* the war, that are decades ahead of their contemporaries in comfort and convenience. Their superiority to other houses built at the same time is not due to custom-made equipment or gadgetry, but to sounder planning and a more thorough recognition of how a house can serve the smallest human need, preference, or foible. It is a human failing that we build only as good as we know. And if you have always lived in obsolete, out-of-date houses or apartments, it is very hard to project your dream house more than a few levels above the standard of living you have been putting up with.

THIS is the chief hazard of future home-building. Your real concern should be to build at least as well as the best of the prewar houses. If you put your eyes on this goal and use the old, tried-and-true guideposts to sound home-ownership, you will have no regrets. That is, you will carefully view the market and select the best it can offer you. You will be careful about the price and the relation of the price to current rentals and to your own resources. You will work out a payment plan geared to your regular earnings. These, now as always, are the critical features of a home purchase, and the present prospect of change warrants no more than an especially careful consideration of them.

TEST YOUR SOCIAL CONVERSATION

(*Continued on page* 71)

9. Tell strangers they remind you of someone they never heard of, or pursue the did-you-know-so-and-so's until they wish they'd never been in Podunk?	YES	NO
10. Commandeer a conversation for more than ten minutes or contribute nothing for more than fifteen?	YES	NO
11. Spread gossip by denying it to someone who		

(*Continued on next page*)

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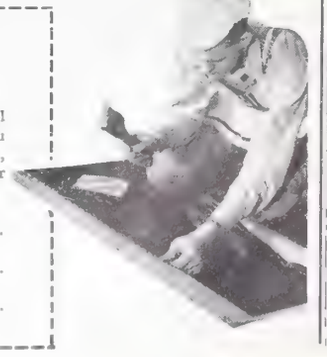
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Address .....

City ..... *State* .....



CONTINUED FROM PRECEDING PAGE

never heard of it? YES NO

12. Over-sweeten your talk with flattery or embitter it with lack of charity? YES NO

Score 1 for each YES on the above test. If your score is over 6, your conversational cupboard is a Mother Hubbard that needs replenishing.

Next test the temperature of your talk.

DO YOU EVER

1. Enkindle religious, racial, or political discussions? YES NO
2. Meddle in personal problems? YES NO
3. Criticize kin or friends or business associates of others? YES NO
4. Pursue an argument down a one-way street, against the RED sign? YES NO
5. Take advantage of a polite question with an overzealous answer? YES NO
6. Listen with wandering mind or gypsy eye? YES NO
7. Reiterate opinions that "no one could ever change"? YES NO
8. Change attitude with "What I really mean is" to placate another? YES NO
9. Rely on the courage of some one else's convictions or the color of second-hand quotes? YES N
10. Show false modesty by squirming at a compliment or belittling or concealing your accomplishments? YES N
11. Hoard information that would be "too much trouble to tell"? YES N
12. Ignore opportunities for information lest you disclose your ignorance? YES N
13. Raise or lower your voice to include or exclude others, or laugh and exclaim so much that what you say is anti-climax? YES N
14. Reproach ignorance with "Why *everyone* knows that?" YES N

Score 1 for each YES on the abo test. If your score is over 7, your co versation is lukewarm with indiffe ence—cold with detachment—or h with dissension.

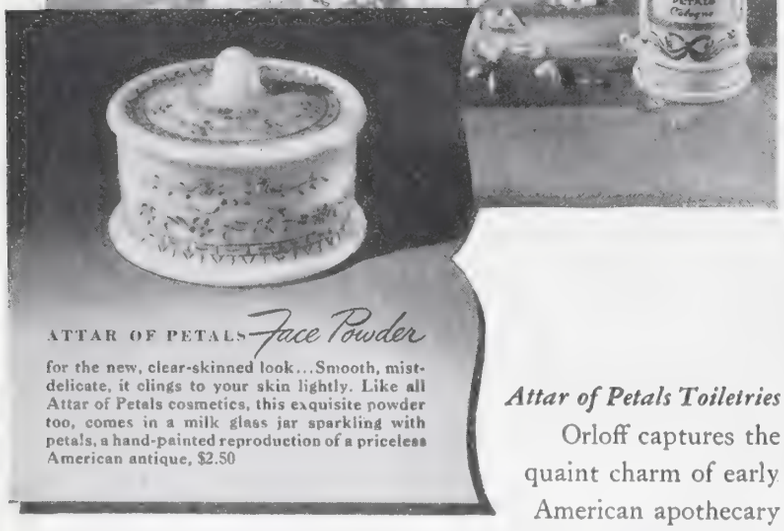
There's a time and place fo everything. Test your timin

DO YOU EVER

1. Quarrel or confide with too many witnesses? YES N
2. Discuss de-appetizers at meals or upsetting themes with a person who is busy, preoccupied, tired, or tense? YES N

(*Continued on page* 129)





ATTAR OF PETALS *Face Powder*

for the new, clear-skinned look...Smooth, mist-delicate, it clings to your skin lightly. Like all Attar of Petals cosmetics, this exquisite powder too, comes in a milk glass jar sparkling with petals, a hand-painted reproduction of a priceless American antique, $2.50

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You'll cherish Attar of Petals cosmetics for their rare delicacy, for their perfume ... and for their petal-strewn jars, milky-white and porcelain smooth.

These hand-painted reproductions of fabulously lovely jars from "The Old Apothecary Shop" are perfect on your dressing table . . . make exquisite home decorations when the last precious trace of the cosmetics is gone. Priced from $1.00 to $3.75 at good stores everywhere.

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yours for an "old fashioned" Christmas The Professional Mixing Guide



Be prepared for Christmas cheer by sending for a copy of the Professional Mixing Guide — an authentic collection of 254 standard recipes used by professional barmen.

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It shows, too, how the proper use of Angostura Bitters can help make better drinks — assuring you of the utmost in satisfaction.

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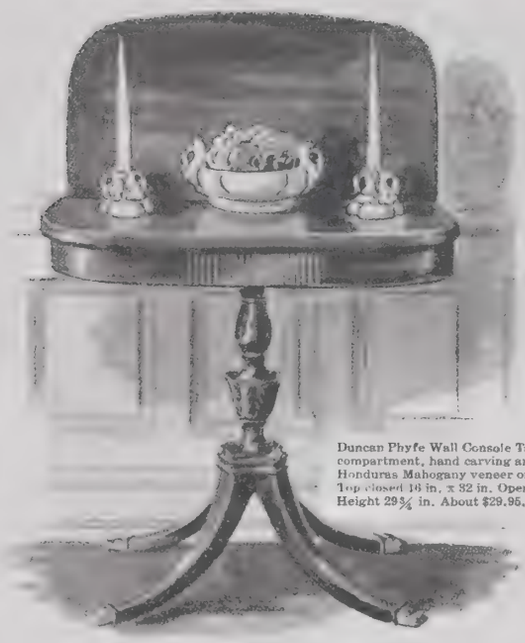
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Duncan Phyfe Drum Table, convenient drawer and brass feet. In solid Honduras Mahogany. Top 29 in. x 29 in. Height 28¼ in. About $24.95.



Duncan Phyfe Wall Console Table, drawer compartment, hand carving and brass feet. Honduras Mahogany veneer on gum base. Top closed 16 in. x 32 in. Open 32 in. x 32 in. Height 29¾ in. About $29.95.



Swan China Candy Box. About $4.00.



Matching Cigarette Bo... About $4.50.



Matching Ash Tray. About $1.50.

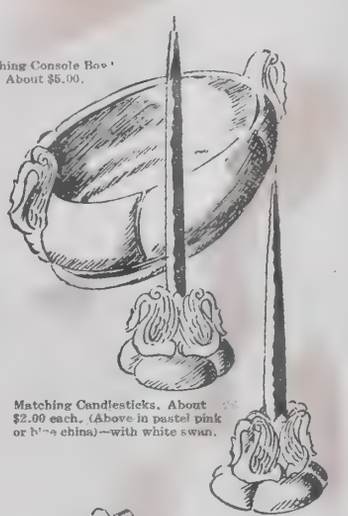


English Chippendale Tier Table. Honduras Mahogany veneer on gum base. Size 23 in. x 23 in. Height 39½ in. About $22.95.

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Say a long-remembered Merry Christmas with these exquisite household accessories. Graceful Mersman tables inspired by choice antique pieces...colorful china and pottery...a forever-handy hors-d'oeuvres tray! Worthy possessions for you or your friends that will be long-cherished for their beauty and year 'round utility.



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Matching Candlesticks. About $2.00 each. (Above in pastel pink or blue china)—with white swan.



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Plaster Bow with Candles About $2.00. (white)

California Petal Ash Trays. About $.65 each. (Pottery)

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STUFFING AND NONSENSE

CONTINUED FROM PAGE 66

olives, celery, rolls, and such; it may look something like this:

Oysters or Clams on the Half Shell
Sauce Vinaigrette
Hunters' Consommé
Sweetbreads with Almonds
in Cream Sauce
Roast Turkey Gourmet Dressing
Carrots Vichy
Mince Pie Rum Cream

The best wine is none too good for such a feast. but Widmer's Riesling could hardly be better, either for the first three courses or right through to the dessert. If we change with the turkey, to pay it added honor, a Sauvignon Blanc from Wente Brothers will keep up the high tone. And then with the last traditional blast of heady rum cream and mince pie, nothing will prove a better complement, as well as compliment, than a properly iced champagne.

Of course, we mean *sweet* champagne! And of course that will shock such guests as think it impossible to drink anything but Extra Dry, or what the French call *Gout Americain.* Once they have tasted a properly chilled sw white sparkling wine with dess however, they will admit, even lently, that any other type, th is not only incorrect but activ disagreeable. They will stand c rected—and how pleasantly!

Follow the classical recipe Sauce Vinaigrette, which can served in small hollow green p pers in the center of each plate shells. It will please people w don't like oysters without so kind of sauce, and yet it wo blast all feeling out of their tas buds as would horseradish and t usual hot condiments.

FOR Hunters' Consommé, make good beef stock, and when clari ing it use one roasted quail for ea quart of liquid. Just before se ing add a small glass of bran per quart—and if you want to *really* nonsensical and flamboya a little sheet of gold leaf cut in diamonds!

The sweetbreads, blanched a cording to directions in any co book, should be sliced ½-in thick, browned lightly in butt

(*Continued on page* 122)



ASAM

ASAM BROTHERS • PHILADELPHIA



RENAULT

Extra-Dry American Champagne

To celebrate Christmas, the day of days, enjoy the drink of drinks—Renault Extra-Dry American Champagne. Use it just as it comes from the very bottle in which it was fermented, or mix it to make a delightful punch, according to one of the famous recipes contained in Renault's 24-page Wine Recipe Book, a copy of which will be sent to you free. Address Dept. 39, L. N. Renault & Sons, Inc., Egg Harbor City, N. J., where American Champagne has been produced for three-quarters of a century. Renault American Champagnes and California Gold Label Wines are distributed through McKesson & Robbins, Inc., New York.

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This holiday season, perhaps more than ever before, these world-famous cordials bearing a centuries-old name are perfect for giving and entertaining. Made for the past 10 years in America as for centuries in Holland. De Kuyper cordials are known and loved as ideal after-dinner liqueurs and are equally famous for making delicious mixed drinks. On sale at good dealers everywhere.

Illustrated above are de Kuyper Triple Sec, 80 Proof; Apricot Liqueur, 74 Proof; Cherry Liqueur, 50 Proof; Blackberry Liqueur, 70 Proof; Creme de Cacao, 60 Proof; Creme de Menthe, 60 Proof.

de Kuyper
PRONOUNCED DE-KIPE-R
CORDIALS

Send for free interesting de Kuyper recipe booklet. Write National Distillers Products Corporation, Department BK4, P. O. Box 12, Wall Street Station, New York

CONTINUED FROM PAGE 120

placed on rounds of fresh toast, covered with a thick cream sauce, and then colored rapidly under a hot grill. The following recipe shows why Cream Sauce is a proper feast-dish, and not at all the pasty white mess splashed over tinned salmon at boarding school!

Cream Sauce

1 quart Bèchamel Sauce
1 pint fresh cream
Lemon juice
1 cup blanched shaved almonds

Bring Bèchamel to the boil, add ½ pint cream slowly, and cook on open fire until very thick. Strain through finest sieve. Thin to desired consistency with more cream and a little lemon juice. Add the almonds before using. The sauce should pile lightly on the sweetbreads without being the least bit stodgy.

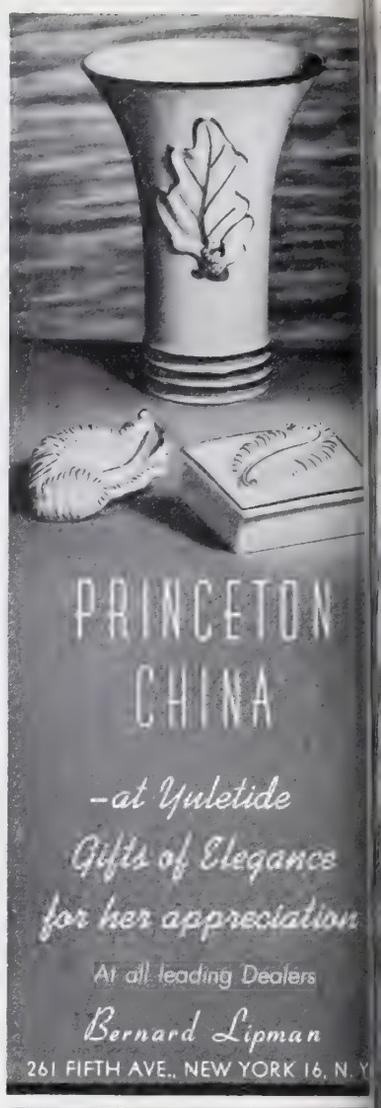
Bèchamel Sauce

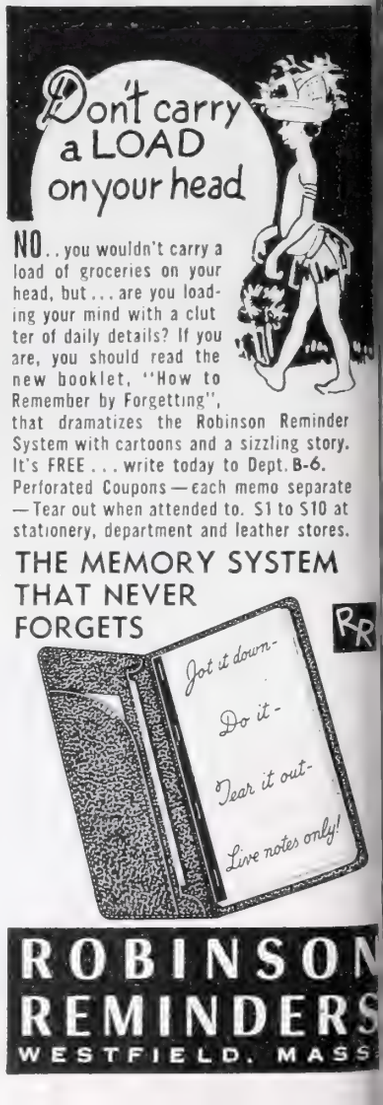
3 cups chicken stock
2 slices onion
2 slices carrot
Bay leaf
Sprig of parsley
12 peppercorns
½ cup butter
½ cup flour
2 cups scalded milk
1 teaspoon salt
¼ teaspoon pepper

Cook stock 20 minutes with onion, carrot, bay leaf, parsley and peppercorns. Strain. Melt butter, add flour, and gradually add hot stock and milk. Season with salt and pepper.

Carrots Vichy is another much maltreated dish. If properly prepared, like the Cream Sauce, they can be as refreshing as a spring breeze, and still rich enough among all the fastuous flavors. They should be cut into olive-shape, parboiled if old, and then cooked in the following liquid until it has almost evaporated: 2 ounces butter, 1 ounce sugar, ½ ounce salt, for each pint of water. When it is as thick as syrup, *coat* the carrots carefully in it until they are well glazed. Serve with finely chopped parsley.

THERE are as many different ways of roasting turkey as there are good cooks, but a few things hold for everyone. The bird should be killed at least two days before it is used. Two 12-pound hens are better than one twice that size, and, of course, hens have bigger breasts than cocks! The bird should always be done in an open roasting pan, on a rack, and basted often either with plain melted butter or a mixture of butter and stock. The oven should be at about 325° F. the whole time, and 25 minutes per pound or a little less should be allowed. Half an hour before







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serving, the larding pork over the breast should be removed, and the whole bird brushed with soft butter to make a fine glaze. And so on—see Mrs. Hibben's Kitchen Manual, Mrs. Moody, Escoffier, et al.

Use a bread stuffing, adding ½ pound smoked liverwurst in crumbs and one pound finely chopped fresh mushrooms. Moisten well with dry white wine, and tuck lightly into the bird before trussing.

If family history dictates an oyster dressing, serve a hot hors d'oeuvre for the first course—perhaps little round fried sandwiches, thin as a dollar, of cheese and ham between bread. Keep the soup simple: Andalouse, for instance, which is a clear consommé with one finely diced fresh tomato and a handful of cooked rice to each quart. Next serve filets of sole poached and covered with white wine sauce, combined, according to your favorite cook book, with sliced lobster tails, shrimps, mushrooms, what you will. Then, since there is almost no bread in a properly oysterish oyster dressing, serve a good bread sauce with the roast turkey, and also baked onions.

AND for dessert, to break with tradition and perhaps feel less like the stuffed stockings hanging on the mantelpiece, have a delicate Apple Charlotte with brandy sauce. instead of the rich, hearty mince pie and its cold, suave companion, the rum cream.

Rum Cream

1½ tablespoons gelatine
2 tablespoons cold water
6 tablespoons boiling water
1 cup sugar
1 pint whipped cream
½ cup rum

Soak gelatin in cold water and dissolve in boiling water, add sugar and rum, stir well until sugar dissolves, then strain and cool. When mixture begins to thicken, add 2 tablespoons of whipped cream and whip it in smooth, then add two more tablespoons whipped cream, mix smooth again and repeat procedure until all cream has been blended. Beat very light. Pour into mechanical refrigerator tray and freeze about 2 hours.

The same wines used for the other menu would do nobly here. in whole or in part, and at the end. with coffee, a reputable brandy or one of the several liqueurs now made in America would hold things in their correctly gastronomical focus.

Then—God rest you, merry gentlemen—Timmie Willie and Johnnie Town-Mouse, too.

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The Cigarette of Distinction



Cigarette of successful men, and lovely women

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WINES Bottled at the Winery

FATHER IGNORES CHRISTMAS

CONTINUED FROM PAGE 61

had intended to write him detailing each minute of the old-time Christmas he loved.

"But the children—" she protested.

"Well, personally, I think it's nothing less than unpatriotic to go in for a lot of folderol this year," said Father, seeking moral support, like many another, in love of country. "*I* will have to work all day," he continued, launching forth upon a harangue during which Christmas somehow became responsible for business troubles, taxes, shortage of help and food, and even politics.

MOTHER listened with a look of sympathy and quietly planned what to do. She and the children would celebrate Christmas Eve, they finally decided, while Howard stayed late at his club in town.

"Just see that you clear up the mess so I can get some work done around the house next day," was Father's parting shot.

Over the next three weeks no man, save possibly Sherlock Holmes, could have detected the faintest jingle of sleigh bells about Father's house. True, Howard, Jr. and th two little girls embarked upon var ous mysterious projects. But thes were safely stowed out of sight b the time Father came home on th late commuters' train. The onl noticeable change in the schem of things was a heavy weightin of the menu with fish.

"What, again!" Father sighe one night, as the smell of frie mackerel met him at the door.

"Sorry, dear," Mother apol gized. "I'm saving points for special treat." She avoided men tioning that it was for Christma Day that she planned a roast beef—the traditional turkey havin no special charm after a year o fish and fowl.

A week before Christmas Mothe set up on a side table the tree whic was to be their sole ornament. I stood about two feet high. It wa made of a plastic material to imi tate pine, and had blue lights an an angular angel atop. "Very mod ern, Madam," the salesgirl sai approvingly.

Father gave it a startled look "God! What's that?"

"Well, Howard," his wife trie

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Delicious to taste . . .

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Allen's Toffee

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C. S. ALLEN Corporation
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BUY WAR BONDS AND STAMPS



make her voice brisk and re-
uring, "I thought you wouldn't
nt the house cluttered with a big
e. That one won't drop pine
dles, at least."

Father shook his head in a what-
this-country-coming-to manner
l collapsed in his chair behind
screen of the evening paper.

URING that week the upstairs
closets began to swell with pack-
es thrust hastily among their
thes, away from prying eyes and
gers. "No place to put my
es," said Father roughly. The
gest package labeled "Do Not
en Till Christmas" would fit no-
ere but under their bed, where
ward kicked it each night as he
ok off his bedroom slippers.

'It's the wrong shape for a bi-
le," puzzled Mother. "But I
ught surely Anna would send
wie one, after he begged her so
t Christmas. Wonder what it
1 be?"

'War bonds are the only proper
esents this year," said Father
nly, turning over to sleep.

Generous slips of paper were
ther's usual contribution to
ristmas cheer, and while always
lcomed with wild acclaim, Moth-
sometimes wondered whether
ning checks were not too easy a
way out. Brought up herself to put equal quantities of love and labor into presents made for a host of relatives, she saw to it that the children did their share.

That, unfortunately, accounted for the debacle of the night before Christmas Eve. A fever of anticipation and smothered secrets boiled through the house that week, and Father began to fidget with an uncomfortable sense of doings beyond his control. Which was why, when Howard, Jr. hurried off to the cellar without answering his Father's "What are you up to down there?" his questioner stamped down after him.

"I won't have you banging up my tools; they're valuable," Father laid down the law, ignoring his son's frantic attempts to hide the object on the carpenter's bench. "What is it?" Father demanded crossly. "Speak up. Have you lost your tongue?"

"Go away," said the boy, sobbing. "Go away—you've spoiled it. Now you know I'm making you a tie rack for Christmas. Go away."

Father's retreat up the cellar stairs was hasty and embarrassed. "Damn," he muttered. "Damn foolery." And he refused to meet Mother's eyes.

(*Continued on next page*)

LADY SEYMOUR ALL-WOOL SNOOZER



Cozy as a Christmas Kitten...

For a very Merry Christmas and many pleasant dreams to come, nothing could be cozier, more practical, than a Lady Seymour Snoozer. Woven in smart basket-weave . . . it's light, yet warm enough for cat-napping on the sofa, and large enough, too, to use as an extra coverlet on chilly nights. Rayon satin bound Lady Seymour Snoozers are 60 x 72 inches and come in rose dust, ciel blue, seafoam green and winter rose.



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CONTINUED FROM PRECEDING PAGE

Next morning when Father drove off to the 8:15 he had a preoccupied look. "Be late tonight," he said, and added a grudging "Don't wear yourself out, now."

It didn't seem quite right, Mother reflected, to open packages on Christmas Eve. The modernistic tree looked pretty silly, topping a mound of presents. Instead of the smell of a real tree and of Christmas dinner cooking, the house smelled of fish, as usual, for they were saving the roast for Father's "holiday" tomorrow. The children took their gifts with solemn joy, but their usual wild spirits were lacking, and young Howard was barely able to conceal his sense of betrayal at Aunt Anna's substitution of an "educational toy" for the coveted bicycle. Mother missed Uncle Joseph presiding with pipe and twinkle in eye, and yes—she missed Father, too, even muttering his stage whispers about the immoral force of advertising.

At length only Father's presents remained unopened in a neat, forlorn pile. Mother persuaded Howard, Jr. to pipe himself to bed with his shiny new harmonica, and read the girls to sleep with a fairy tale from a Christmas book. She had started upstairs at 11 P.M. wh she heard a car on the drive.

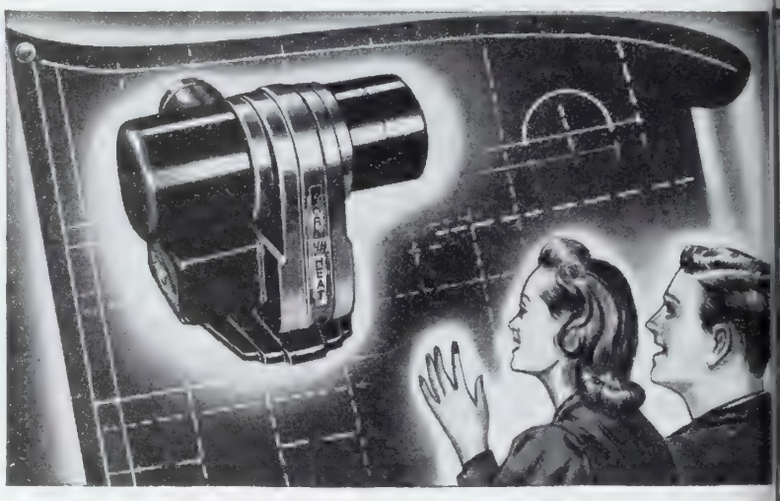
It was Father in the seda which he surprisingly parked the front door instead of drivi into the garage. A light snow w sifting down now, and when Moth met him at the door she thoug with private amusement that in well-filled overcoat, with snowflak powdering hair and nose and rud cheeks, he looked like—well, li Santa Claus.

"Back early," she said.

"Yes, dammit," Father had intention of sounding like San Claus, as he stamped his feet i patiently. "Would you believe the club was full of carol singer a whole choir of them. You couldn hear yourself think. Drove m crazy. And in a man's club—" started on a favorite gripe, the stopped abruptly. "Here, hold t door open a minute, will you?" said, and hurried back to the ca

MOTHER saw then the reason f his embarrassment. For Fath was unlashing from the runnin board an enormous Christmas tre —a real old-fashioned spruce con plete with needles and smell, an glistening with melting snowflake as he crowded it into the parlor.

"Take that thing out," he con



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anded his wife severely, pointing the plastic pine. "It's a monstros-. If you're going to have Christ-as you've got to do it right or t at all."

Doing it right, Mother discov-ed with delight from the contents the sedan that Howard huffed d puffed into the house, involved ge featherweight boxes of ubles, cotton snow, and a minia-re village for under the tree, and ms full of packages of the most teresting sizes and shapes.

"Oh, Howard!" she couldn't help claiming at a poorly disguised ctory bicycle that Father dragged eepishly from the cavernous depths of the gift-laden back seat.

"Guess I can give the boy a bicycle as well as his Aunt Anna," said Father with a fine air of resentment.

Hours later, with car and house battened down for the night, and the living room transformed into a child's dream of Christmas morning, Father gave his final edict: "If I catch those kids snooping around here at dawn, I'll skin them alive," he promised. "Don't forget, please, *I* will work—just as usual—all day."

"Men—" smiled Mother to herself, as they climbed the stairs to bed. "Men—!"

GAMES TO PLAY WITH SIX-YEAR-OLDS

CONTINUED FROM PAGE 53

1. For the Guessing Objects me, the Partymaker or mother of e host holds a tray containing veral small articles, such as a toy in, party blower, etc. Each child s a chance to leave the group ile his pals choose an item. He turns to guess the object. If he's ght he's allowed to keep his favor.

2. In the Raisin Relay, the ildren are divided into two teams. ch contestant has a small paper p full of raisins and a toothpick. e feeds his neighbor the cupful of raisins with a toothpick, and this is repeated down the line. First team to finish is the winner.

3. This game is first cousin to Pin the Tail on the Donkey, but the target is a pinned-up paper Christmas tree. A blindfolded child then tries to pin decorations on it.

4. For sheer excitement this game tops them all. It's an improvement on Musical Chairs, and is played with the youngsters forming a circle on the floor. A big

(*Continued on next page*)

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CONTINUED FROM PRECEDING PAGE

package is passed while music plays. When music stops, child holding package unwraps, gives it up when record starts. Many small boxes in decreasing sizes are inside each other and in the last box is a prize which goes to the child who opens it.

5. Fill-the-Stocking is another relay. One member of each team holds a Christmas stocking and the two sides race to fill theirs first with toys, fruit, and small favors.

GAMES TO PLAY WITH TEN-YEAR OLDS

1. Each child has a picture of an animal pinned on his back. He tries to find out who he is by asking questions. First child to guess his identity wins.

2. In the Ping-pong Ball Relay, paper tapes on floor are aisle Using soda straws, players blow t end of lane.

3. Balancing contest calls fo grapefruit, pie-tin, and hanki Child must pick up hankie wit mouth while balancing fruit o plate on his head.

4. Pass the Shoe, like musica chairs, is an elimination contes There must always be one less sho than players. When music stop child without slipper is out. La one in circle is winner.

5. Model Dressing, another r lay, is a race to dress your team model with outlandish clothes i suitcase.

6. Hunt game is search for ob jects hidden in plain view.

7. Another relay requires pe beans and soda straw. Each tea member sucks up peabean, carrie it thus to end of room.

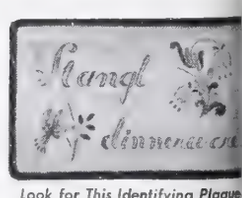
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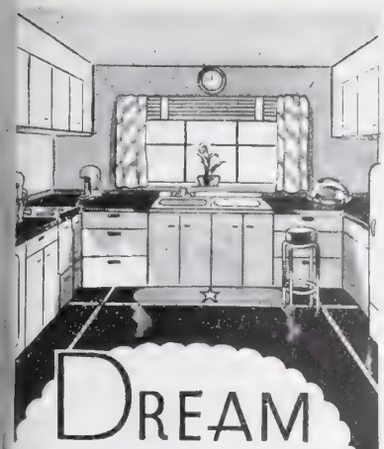


In this delightful new pattern, Stangl craftsmen have again designed pottery dinnerware which has instant appeal. Beautifully decorated and hand-colored, it carries to the dinner table the lovely freshness of the flower garden. Most pieces have a different flower decoration. Ask your dealer to show you this pattern.



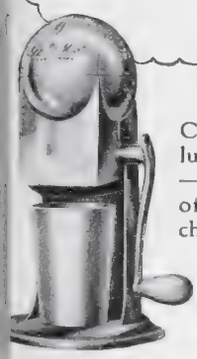
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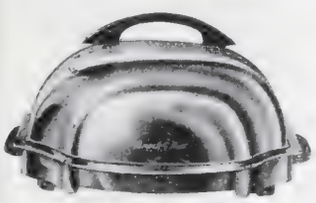
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TEST YOUR SOCIAL CONVERSATION

CONTINUED FROM PAGE 118

3. Talk shop when others want to relax? YES NO
4. Go grim at celebrations or flip at funerals? YES NO
5. Talk while a person is otherwise occupied? YES NO
6. Ask more than one question at a time or before completion of the answer? YES NO
7. Interrupt with irrelevant questions or a tailer tale or a contradiction or any of those inexcusable excuse-me-buts? YES NO
8. Say you can't stay a minute, before settling down for a long visit? YES NO
9. Retrieve a subject lost in the course of conversation? YES NO
10. Abandon a subject before it can develop? YES NO
11. Repeat in detail something that some in the group have already heard? YES NO
12. Prolong a story to firecracker the climax or because you've forgotten exactly how it goes? YES NO
13. Bog down to debate an unimportant detail or date? YES NO
14. Keep the cream of your conversation for special occasions? YES NO
15. Insist on other activities when people prefer to talk? YES NO
16. Dread that conversational pause that refreshes? YES NO

Score 1 for each YES. If your score is above 8, your conversation lacks the timing that keeps others awake!

Now total your scores for all four tests. If the sum is under 27, your conversation is your charm. If between 27 and 35, you're a careless chatterer. If between 36 and 45, you're a troublesome talker. If your score is over 45, start talking to yourself—to master the formula that will make people hang on to your words.



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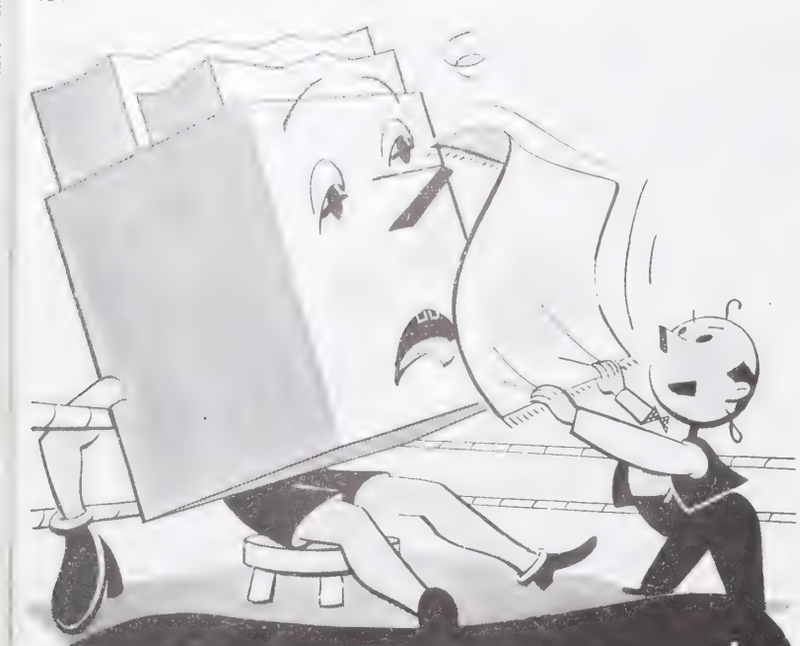
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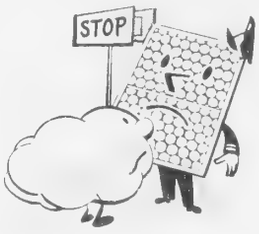
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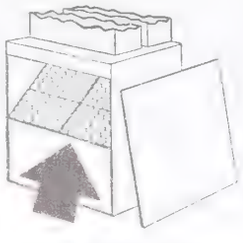
Look in the classified telephone directory for Dust-Stop dealers, or order from your local department or hardware store. Most sizes cost only $1.50 each.

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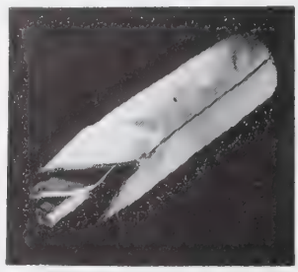
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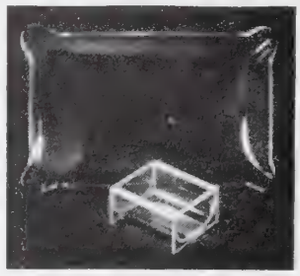
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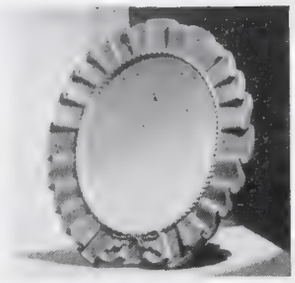
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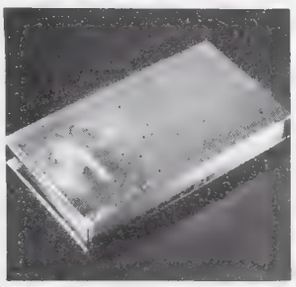
L BE SEEING YOU in the -looking picture frame imaginable nd the best is none too good for a to of the most wonderful guy in world. This one is heavy and masculooking with a bamboo or mahogfinished trim on plate glass. Your band will want one too, for your ure. 8″ x 10″ size, $15; 7″ x 9″, 50 exp. col. Alice Marks, 6 E. 52nd New York 22, N. Y.



AKE YOUR MARK, but do it lly on a good book. If you've often like forming a Society for Preven- of Cruelty to Books, this leather k mark should be on your list to to everyone who reads. It is gold ed, has 1-, 2-, or 3-letter monogram comes in rich dark colors with self- ged end. Allow 1 wk. delivery. $1 10c postage. Hall Galleries, Albert ger Co., Springfield, Mass.



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with distinguished styling—

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Alfons Bach enjoys a reputation as one of America's best regarded stylists. His work has been exhibited in the Metropolitan Museum and the Museum of Modern Art. He has received numerous design awards, including the 1942 Silver Medal Award of the American Designer's Institute, and is currently President of the American Designer's Institute.

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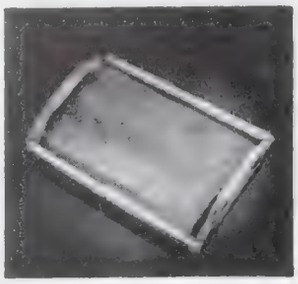
Men who respond to the superb craftsmanship of a Patek-Philippe, the impeccable cut of a Burberry topcoat, instinctively choose Kings Men Toiletries. Colognes, essences and shaving requisites that breathe the tradition of treasured British imports in their fresh, virile scents. Handsomely presented in flagons plated in gleaming 23-karat gold.



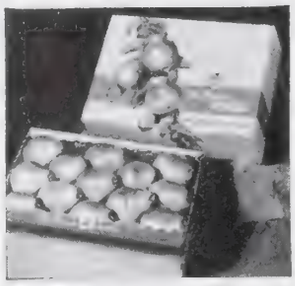
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Essences, $10.00
Sets of varied combinations to $15.00
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A TRAY THAT CAN TAK IT. When the children come in cocoa and sandwiches after skiing, when it's your husband's turn to ent tain the poker club, this is the tr they'll use—and be proud of. It's har some, sturdy, and big (12½" x 19" is made of wood with a hand-rubb finish, has rawhide-bound handles a hand-pegged side rails. $5.75 ppd. T Anchorage, Beach Haven, N. J.

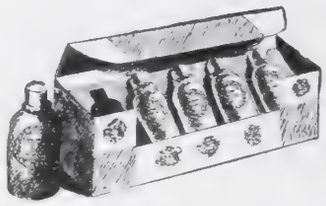


JUICY PEARS. Here's a gift su gestion to think three times about cause everyone who receives the French du Comice pears will want know where you got them, how y ever thought of anything so wonderfu They're sweet, tender, dripping w juice and a box of 10 to 14 is $2.9 De Luxe box of 21 to 24, $5. Express prepaid from Blue Goo Orchards, Medford, Oregon.



FOREWARNED IS FORI ARMED. Keep your weather eye this rising duck and he will tell y the direction of the wind. It will a tell the world that you're proud your home and want it perfect in eve detail. It's hand-wrought iron and ished black. 27" wide x 29" hi $16.50 exp. col.. Hagerstrom Metalcr Studio, Wheeling, Illinois.

5 TOILET WATERS
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HERB FARM SHOP
$1.25
plus 20% Federal tax



QUINTESSENCE—Five fragrances to suit each mood, to meet every occasion. Real flower scents you'll recognize; fresh and varied. Perfect Christmas gift. Included are: Night Scented Stock, Green Moss, Royal Purple, Lilac, White Phlox. Write today.

☐ Enclosed $1.50. *(Including 20% Federal Tax)* ☐ Send mine C.O.D.

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BETWEEN YOU AND THE COLD



New pliable plastic stops heat leaks—saves fuel. Weatherstrips windows, doors, baseboards, casements. Keeps out dust and dirt. Plugs cracks around drainboards, bathtubs, etc.

Use inside or outside. Can be painted. Does not crack, chip or shrink.

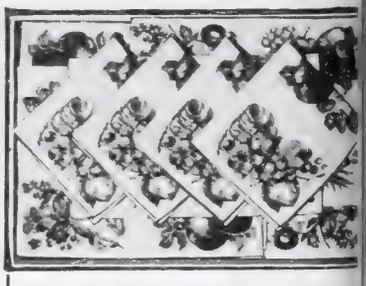
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ALL AMERICA SELECTIONS

CONTINUED FROM PAGE 76

seedsman. Briefly, here are the details of the system:

Each year, growers the world over (war aside) send seeds of their best experimental hopefuls among flowers and vegetables to the executive secretary, Mr. Hastings. He distributes the seed to the fifteen or so official trial gardens all over the country. Packets carry a number, needed descriptive data, suggestions for comparison testing with existing varieties, but no identification at all. During the season the growth of the entries is checked in every pertinent way by experts, including seedsmen and governmental authorities. Special councils of judges, including those responsible for the test gardens, render a final performance report and estimate of worth on a point basis. Gold, silver or bronze medal awards or honorable mentions are made according to the judges' tallies. The originators of the winning varieties are then made known to the trade and, on the basis of trial results, dealers everywhere may place orders for seed and the growers set about building up seed stocks. Then—a year after the awards have been made—the gardener hears the news.

WHAT All America Selections does for flower and vegetable seeds, the All America Rose Selections does for roses. Again, the test gardens are in different though equally well distributed locations, under different individual sponsorship, and judged, for the most part, by a different set of judges. No specific awards are given. The judges may recommend none, one, or as many as they think worthy. But a rose is either recommended or it isn't.

Thus far there is no comparable machinery set up for the testing of plants, other than roses, not grown commonly from seed. Maybe there will be some day. But there are problems. In the meantime, the reputation of the grower, his integrity, knowledge, love for the things he deals in continue to be the chief bulwark of the gardener.

And don't make any mistake about it: plantsmen, as a group and, for the most part, as individuals, are still their own best guarantee of champion flowers. All America Selections doesn't do the whole job. Not all good flowers can be at the top. But the All America idea does help take some of the guess-work out of gardening.



Just So!

JUST SO LONG AS YOU'VE ENOUGH HAMPERS

Take the easy way to easier living—with *enough* hampers in your home! When the hamper is a Pearl-Wick, you get convenience in a way that adds luxurious grace to bathroom, bedroom, nursery and kitchen.

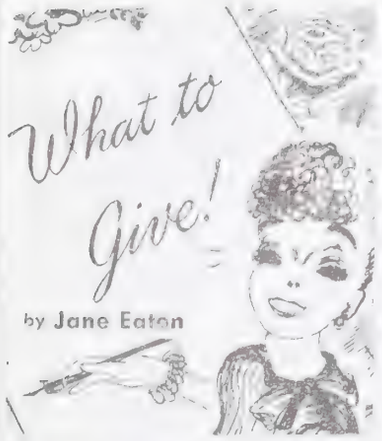
Pearl-Wick Hampers are the last word in attractive practicality. They're *Self-Ventilating—Decorator-Designed—Colorfully Finished*—they *belong* in your fine home!

Temporarily, you may not find all of our beautiful styles. But you still can get a handsome Pearl-Wick Hamper to suit your immediate needs. Pearl-Wick Corp., Long Island City 2, N. Y.

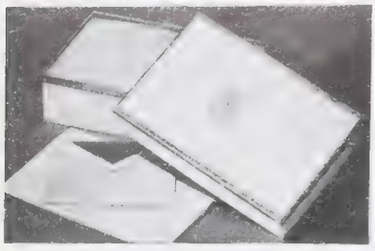
PEARL-WICK *hampers*



DESIGNED AND BUILT BY HAMPER SPECIALISTS

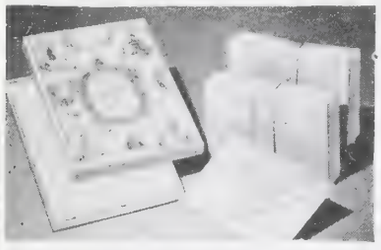


TOKEN OF YOUR OWN GOOD TASTE



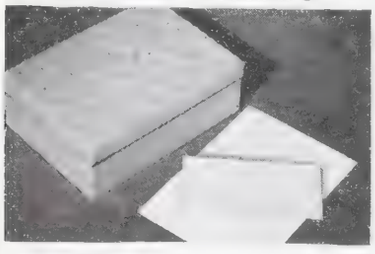
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Ideal answer to "What to give a man?" . . .
elcomed by every one of them. Perfectly tailored,
an-sized, quality white HIGHLAND VELLUM.
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BE AN ANGEL . . . GIVE EATON'S

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THE RIGHT AND WRONG OF "GARDEN GIVING"

It's better to drive a square peg into a round hole than give an ill-chosen gift to a gardener. Forethought will pay

THERE'S nothing wrong intrinsically with either square pegs or round holes, but you've got to use discretion in putting them together. So, too, with Christmas gifts for gardeners. We suggest below some varying kinds of presents—all good—for different kinds of gardeners—also all good—to help you do a very special and satisfying kind of shopping at Christmas time.

BOOKS



"The Standard Cyclopedia of Horticulture" (L. H. Bailey, $18): **Wrong** for beginners, who wouldn't understand it . . . **Right** for serious gardeners who want the last word in authority, or for prized relatives.

"The Garden Dictionary" (Taylor, $7); "The Garden Encyclopedia" (Seymour, $3.50); "10,000 Garden Questions Answered" (F. F. Rockwell, Editor, $3.95): **Wrong** for real horticulturists . . . **Right** for all the rest of us.

"Enjoy Your House Plants" (Jenkins & Wilson, $2.50): **Wrong** for veteran greenhousers . . . **Right** for anyone with at least one sunny window. (*Continued on opposite page*)

Sophisticated Oh Very!



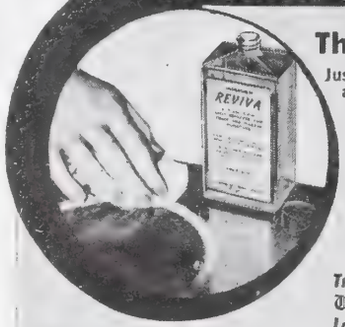


Miss Saylor's COFFEE-ETS

You can take them any place for their good taste is their ready acceptance. You'll like the delicately blended home-made flavor that only pure cream, fresh butter and fine coffee can give. So for that pick-up and quick-up ask for those little pepper-uppers . . . Miss Saylor's Coffee-ets. Your dealer should have them soon.

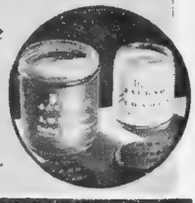
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ENCINAL AVENUE • ALAMEDA, CALIFORNIA

A Tonic For Marred Furniture



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Just what you've been looking for . . . **the triple action spot remover furniture polish!** Spill nail polish on your dresser? or perfume or liniment? Is there a water, heat or alcohol ring on your coffee table? Don't agonize or revile—just rub on this too-good-to-be-true liquid, and surface spots literally evaporate. Covers minor scratches. Revives color and grain of wood. For varnished, shellacked and lacquered surfaces. Cleans, de-spots and polishes, so it's all you need. **Half Pint $1 • Pint $1.50 • Quart $2.50**



Try "Patina" English Type Wax (paste) by Jackson of London to restore and retain the patine of precious pieces. For all wood and leather. Special BLOND for light woods. $1.00 jar; $1.50 double size. Made in U. S. A.

REMOVES Stubborn Spots
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Or write direct to Mrs. Jackson's Studio B • 15 W. 51 St. N. Y. 19, N. Y.

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EXCELLO KITCHEN TOWELS



How you've wished for dish towels that were "soft enough"—yes, and *really* absorbent. Then "weep no more, my lady" they're here—EXCELLO! As soft as a jersey glove, they fairly *drink* up moisture at every stroke. And how they make your fine dishes and glassware sparkle.

Featured by House Furnishings Depts. of *H. & S. Pogue Co.*, Cincinnati, Ohio; *Woodward & Lothrop*, Washington, D. C.; *L. S. Ayres & Co.*, Indianapolis, Ind.—and finest Dept. Stores everywhere.

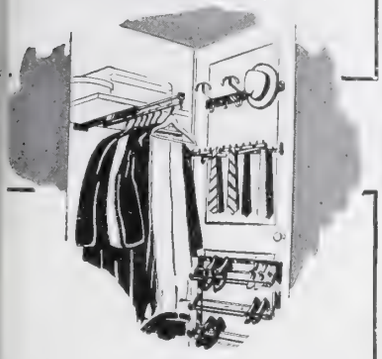
EXCELLO *Laundry-Finish* **KITCHEN TOWELS**

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K-VENIENCE

CLOTHES CLOSET FIXTURES

- give closets of any size or shape extra breathing space
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• Are your clothes closets concentrated confusion—because of inadequate, old-fashioned hooks and hangers? Then, you need modern, chrome K-VENIENCE Fixtures, the wonder-workers that provide double the hanging space, keep everything in order and within easy reach, closets neat as a pin. More than **40** different clothes, hat, shoe, tie and towel racks, skirt-trouser hangers, clothing carriers, and other practical space-saving fixtures.

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Please send me your free booklet: "What Can I Expect From Automatic Heat in the Future?"

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"Grow Your Own Vegetables" (Dempsey, $2.50); "Fruits for the Home Garden" (Hedrick, $3): **Wrong** for anyone with a tiny lot or no space or taste for anything but flowers . . . **Right** for any gardener with room for a kitchen patch, or a free half-acre.

"Diseases and Pests of Ornamental Plants" (Dodge & Ricketts, $6.50): **Wrong** for the average, or even above average amateur gardener . . . **Right** for the gardener who wants to know all about everything, or for a studious relative.

"Pest Control in the Home Garden" (Pyenson, $2): **Wrong** for people who live in hotels or caves or on boats . . . **Right** for everybody else.

GADGETS & TOOLS



Gloves: **Wrong** for those whose method of working you don't know, and for men who are "prime movers" (they buy their own) . . . Right for women, doctors, dentists, musicians.

Garden "features" (such as bird baths, statuary, benches): **Wrong** for everyone except intimates . . . **Right** only if the gift is "right."

Chemicals (such as sprays, dusts, hormone and other growth substances): **Wrong** unless the *giver* knows all about them . . . **Right** if recipient asks for them.

Soil test kits: **Wrong** for the man who is all thumbs or the woman who can't boil an egg . . . **Right** for the careful gardener.

Hand tools (such as trowels, weeders, labels, plant stakes): **Wrong** always unless of good quality . . . **Right** provided gift is smartly given.

Heavy tools (spades, hoes, cultivators, sprayers, wheelbarrows): **Wrong** unless a specific need is known . . . **Right** if quality is high and gift is appropriate to both giver and giftee. *Prepay delivery!*

PLANTS

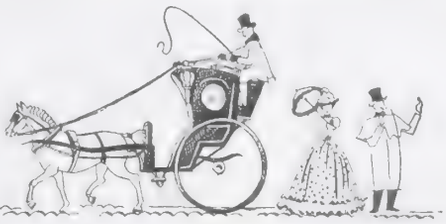


The giving of plants should be as personal as the giving of underwear. Gift orders for trees, shrubs, roses are **wrong** if they are given like Christmas cards or a tip to a porter . . . **right** if they express, at however modest a cost, a real interest in the pleasure of the recipient—*doubly right* if they can bind a community of interest between giver and receiver.

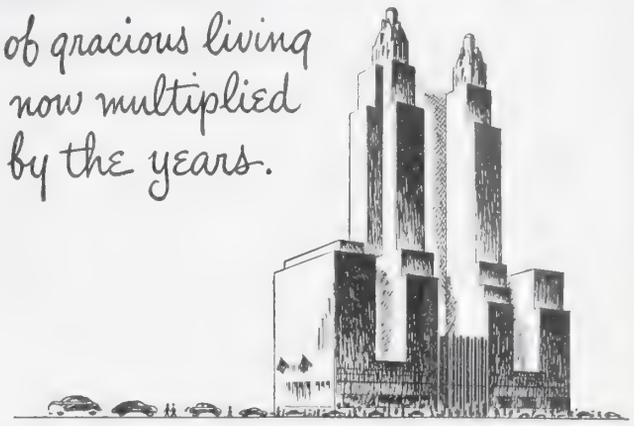
SEEDS



As with plants, so with seeds, except that seeds make an acceptable remembrance for casual acquaintances. Seeds are **wrong,** however, if given in collections (especially of vegetables) without knowledge of the recipient's likes and needs. They are always **right** if given as something new or choice for a friend to try.



Famous Hostesses of the "Nineties" gave the Waldorf-Astoria its first social distinction...a tradition of gracious living now multiplied by the years.



The **WALDORF-ASTORIA** Park Ave. · 49th to 50th New York

a Living Picture says "Merry Christmas" a thousand different ways!



A thousand different "Merry Christmases" will gleam from the polished plate glass of a Genuine Nurre Mirror. Color, light, warmth, love and laughter will be caught and reflected from its scientifically silvered surface in ever changing patterns. A Living Picture will brighten a room, add spaciousness, cheer and charm, promote gracious living, and help shape a house into a home.

Nurre Mirrors are made by master craftsmen in many different patterns, all beautifully styled and moderately priced. After your next War Bond purchase, see them at your local Nurre Dealers'.

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FREE BOOK!



"How Famous Decorators would use Mirrors in your home." Practical suggestions on the effective use of mirrors.

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Dept. HB, Bloomington, Indiana
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THERE'S HOLIDAY CHEER in MYERS'S JAMAICA RUM

* HOT OXFORD PUNCH

To the host, a triumph of hospitality! To the connoisseur, a subtle satisfaction! To every guest, a delightful experience! That's Hot Oxford Punch with Myers's Jamaica Rum!

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For free illustrated recipe book write to Department EL-12

MYERS'S RUM "*Planters' Punch Brand*" 100% fine Jamaica Rum
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DOUBLE YOUR GARDEN SPACE

CONTINUED FROM PAGE 73

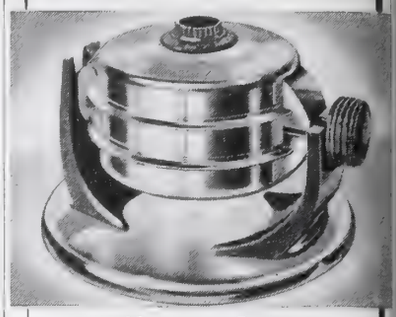
They may not add much brilliance to the picture, but perhaps we have become too closely wedded to the idea of masses of unremitting color in the garden. However, the little spots, now bare or, which is worse, weedy and unkempt, could be made to enrich the garden which, from the beginning, was really intended as a haven for flowers both tall and short.

IN JUST which of these "empty" spaces to plant these special plants is our immediate concern. The drawings on pages 64 and 65 suggest five typical opportunities for increasing your garden space and your garden's beauty. If you look at these with your own property in mind, then consult the further suggestions tabulated according to the growing conditions required across the bottom of the pages, you should be able to make a good start. For example, if there are a few trees and shrubs growing together on one part of your lot, a woodland path can be incorporated into the scheme of things, and a fine new planting area is immediately created. If you are lucky enough to have a couple of pines nearby, then by all means have a pine needle path. This would be a fine spur to any imagination. For there, under the trees, around the shrubs, by the path, many of our shade lovers, native to woodsy acid spots, will be thoroughly at home.

Success and choice of plants for the woodland garden will depend largely on the degree of moisture likely to be maintained through summer, and if leaves are allowed to remain among the plants in this section they will give necessary winter protection and provide hu-

(*Continued on page* 141)

THE BEST
is always worth waiting for...



THE MANNING-BOWMAN TWIN-O-MATIC WAFFLE BAKER

Watch for the return of the famous "Twin-O-Matic" Waffle Iron and other Manning-Bowman top-quality electrical appliances. They'll be back (soon, we hope) when our production facilities are no longer needed by the armed services.

It's the only waffle iron that makes a delicious waffle on each side at the same time and the automatic control bakes them just the way you want them. Top indicator light signal shows exactly when the iron is ready for the batter.

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KEEP ON BUYING WAR BONDS!

- SEAL OUT DRAFTS
- SAVE FUEL
- BE COMFORTABLE

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KALK-KORD

THE NON-HARDENING CAULKING AND SEALING COMPOUND



You can quickly and easily seal loose windows against drafts with Kalk-Kord — use it around window frames, too, inside and outside.

Neat and clean to use, Kalk-Kord seals cracks without tools—just press in place with fingers. Comes packed in convenient beads or rolls. Will not stain paint or any surface. Does not harden, crack, chip, or shrink. Waterproof and unaffected by temperature changes.

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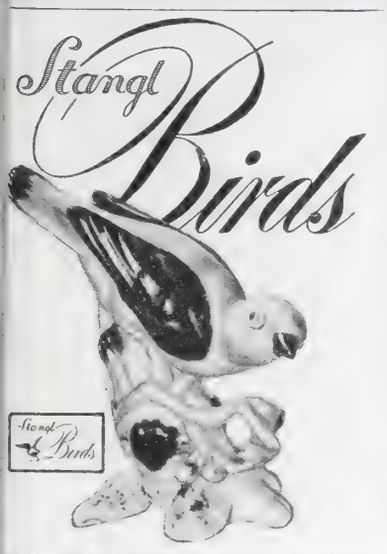


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VACUUM CLEANERS

How To Clean Electric Cleaner Dust Bag

A vacuum cleaner bag is usually made of cotton fabric, fairly closely woven, so the openings between the cotton fibers are small. Since the dust bag acts like a filter, separating the dirt and air taken into the vacuum during the cleaning process, it's important to keep the small openings in the cloth bag as free as possible, so the air is pushed out but the dirt stays in. The answer is to empty bag after each clean-up. For if dirt clogs these tiny pores in the fabric, the filtering is slowed down, sometimes even ceases, and suction at the nozzle is decreased.



OVER ☞

FURNITURE

How To Remove Crackled Appearance

The finish of furniture placed near radiators, hot water, or steam pipes, often develops a crackled, checked look after a time unless the piece has been carefully lubricated periodically over the years. Dampness is another cause for the "checked" appearance, which consists of fine lines breaking up the smooth surface of the finish. So wood furniture should not be placed too near windows or heat or where it is subject to sharp changes in temperature. Since wood "breathes" and expands and contracts with changes in temperature, regular nourishment is essential.



OVER ☞

FLOORS

How To Care For Hardwood Floors

Several coats of paste wax applied to hardwood floors will produce a hard, glass-like finish which wears very well, facilitates removal of dust and dirt, which rest on top, can be easily wiped off. Varnished and shellacked hardwood floors can be waxed also to protect the finish. Treat all *waxed* hardwood floors as follows.

REGULAR CARE: Remove dirt as often as necessary with floor brush attachment of vacuum cleaner, a soft bristled floor brush, or a dry dust mop. Never use an oiled mop.



OVER ☞

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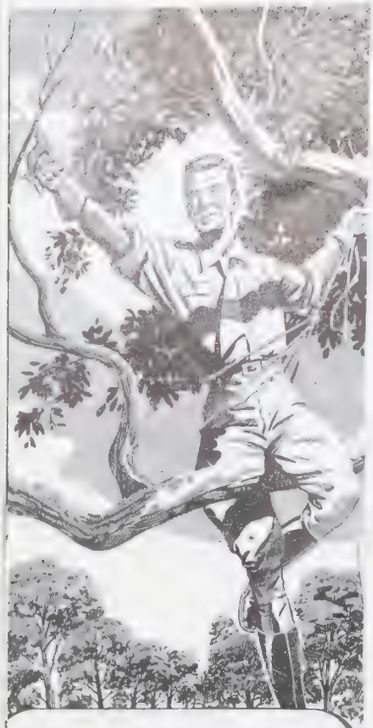
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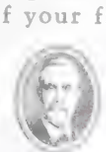
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VACUUM CLEANERS

PROCEDURE: It doesn't have to be a messy operation to empty the bag, and its importance can't be emphasized too strongly, whether you're doing the cleaning yourself or having assistance. (If the latter, better check your helper often because she'll avoid it unless she's a very unusual maid!) First dampen newspapers and place on floor. The ring on the bag is handy to step on in emptying the bag, and in that way you can "seal" the bag to the papers while you shake the dirt down and rub the sides together to loosen clinging dirt (and it will cling because of the nature of the fabric). Emptying it every time isn't the whole job, though. Occasionally take the bag outdoors, brush it inside and out. Or you can use the vacuum itself to aid you in cleaning the dust bag, by attaching the stiff upholstery brush tool, and going to work. Examine the bag for breaks or rips and replace immediately if necessary.

OVER

FURNITURE

PROCEDURE: If the crackling has not gone too far, you may be able to improve the appearance and overcome the condition with a treatment consisting of varnish, boiled linseed oil and turpentine. Mix two-thirds boiled linseed oil, with one-third turpentine, and add half as much clear varnish. Rub the mixture into the surface until it starts to harden. Then rub off the excess polish with dry cloths. It may be necessary to repeat this operation several times.

When the wood has been restored, keep it lubricated with the regular application of paste wax, liquid wax, furniture polish, or lemon oil. Paste wax gives the hardest, most protective finish, and lasts the longest. The other three must be renewed more frequently.

OVER

FLOORS

SPECIAL CARE: When floors become dirty, wipe with a plain damp cloth or mop, or if grimy, wring cloth practically dry out of warm soapy water. Wipe, rinse, and dry.

Remove soiled spots which don't respond to the soap and water technique with a cloth moistened with turpentine. When spot has dried, touch up with paste or liquid wax. Floors should be re-waxed two or three times a year with paste or liquid wax. Re-wax areas which get hard traffic more often.

SPECIAL CARE FOR VARNISHED FLOORS: Water can be used to remove bad soil, but it must be applied, removed quickly, and the floor dried, unless the varnish is waterproof.

SPECIAL CARE FOR SHELLACKED FLOORS: Water spots shellac so don't allow to stand. Bad soil is best removed with denatured alcohol. Retouch worn areas with shellac

OVER

FROM COAST TO COAST
MARYLAND'S AMBASSADOR OF GOOD CHEER

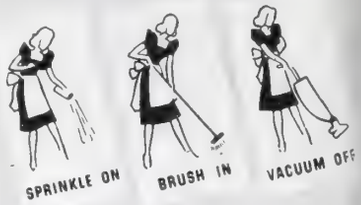


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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

Of House Beautiful published monthly at New York, N. Y. for October 1, 1944 State of New York, County of New York ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared R. A. Hoefer, who, having been duly sworn according to law, deposes and says that he is the Business Manager of House Beautiful and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Hearst Magazines Inc., 959 8th Ave., New York 19, N. Y.; Editor, Elizabeth Gordon, 572 Madison Ave., New York 22, N. Y.; Managing Editor, Ralph Sargent Bailey, 572 Madison Ave., New York 22, N. Y.; Business Manager, R. A. Hoefer, 572 Madison Ave., New York 22, N. Y.
2. That the owner is: Hearst Magazines Inc., 959 8th Ave., New York City, Sole Stockholder The Hearst Corporation, 100 West 10th St., Wilmington, Del., Sole Common Stockholder John W. Hanes, 959 8th Ave., New York, N. Y.; Martin F. Huberth, 959 8th Ave., New York, N. Y.; Richard E. Berlin, 959 8th Ave., New York, N. Y.; Edward H. Clark, Hearst Building, San Francisco, Calif.; Henry S. MacKay, Jr., 458 South Spring St., Los Angeles, Calif. as Voting Trustees under Voting Trust Agreement dated as of June 26th, 1937, as amended: sole beneficial owner William Randolph Hearst, Los Angeles, Calif.
3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: The First National Bank of Boston.
4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

R. A. Hoefer, Business Manager.

Sworn to and subscribed before me this 26th day of September, 1944. Andrew E. Macyko, Notary Public, Queens County No. 2976, Reg. No. 203-M-5. Cert. filed in N. Y. Co. No. 581, Reg. No. 386-M-5. My commission expires March 30, 1945. [SEAL.]

DOUBLE YOUR GARDEN SPACE

CONTINUED FROM PAGE 138

mus and much natural food. Gardens should be tidy and orderly but when working with nature it will be wise to follow nature's ways until nature plays tricks. We all know that if leaves lie in heaps on the lawn they will soon kill the grass, and, if left too thick for any length of time on evergreen ground covers, will naturally smother them, too. But a thin coating of leaves that will not envelop the roots by next spring is just what they love. (Lists 1 and 2, page 64.)

Banks and slopes are the greatest worry of all too many homeowners, but if they are planted with a well-chosen group of plants, the difficulty of mowing and the heartaches of erosion will be overcome. An untidy terrace never helps the appearance of one's property, but a bank that wears a smiling face by means of a carpet of healthy low-growing plants will give pleasure to all who see it. (List 3.)

TIDINESS in the garden can be misinterpreted when we think it is necessary to edge the lawn where it meets the shrubbery border and at that point maintain a strip of bare land between the grass and the shrubs by regular hoeing and raking. There is a wealth of low plants for facing down shrubs or evergreens. (List 4.)

This bare condition may arise also at the base of a wall. There grass cannot quickly be trimmed, so why not plant something that will grow merrily without weekly maintenance? (List 5.)

Once you start "ground cover" gardening, you will not stop with these suggestions but turn plant explorer yourself. And therein will lie the greatest pleasure of all.

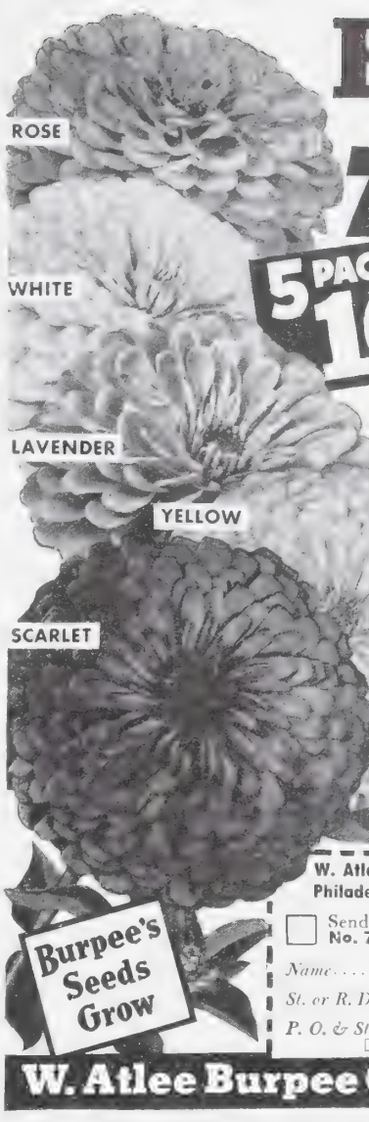


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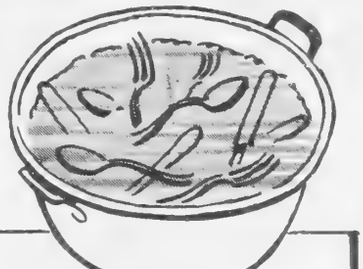
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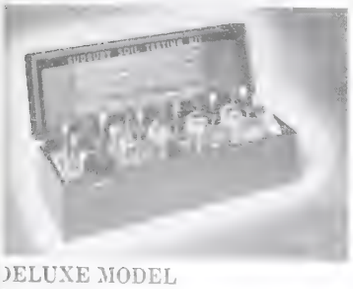
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Get large, firm bulbs. See that they do not dry out in the outdoor pit. Give plenty of water while making final growth. After flowering, set pans where foliage can continue ripening. As soon as soil is warm, they can be put into a garden corner. In a year or two they may bloom again, though they shouldn't be re-used for forcing.



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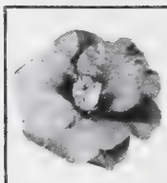
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Gardeners are extroverts, of necessity. So a little introversion once a year makes a nice change of pace. Look inward, now, and see how beautiful your garden will be next spring.

Now that the peonies and delphiniums and phlox are cut back, the weeds gone, the beds clear and brown, in the winter sun, plan and re-plan.

Beware, by the way, that winter sun. Make sure new-set plants are firmed again if early freezes heave them. Don't mulch till ground is solid. But keep plant roots covered.

While you're replanning your borders, make sure there are tulips planted deep for spring color. It's not too late to plant this month.

Just on the chance, if you suspect there may be back-of-border gaps next season among the perennials, sow larkspur seed now. You can yank or thin the plants in spring if you wish.

Some cold gray morning when the lawn is frozen enough to bear your weight, sow grass seed lightly (2 3 lbs. per 1000 sq. ft.). A thaw will work it down to await spring.

Do the same with complete plant food, if ground is fairly level so washing will be no problem. Food, too, will wait till spring stirs roots.

Those of us who felt the force of the September hurricane in the East are finding more broken limbs every time we look. Clean 'em up!

That letter of Thomas Jefferson's quoted on page 75 was published in "Thomas Jefferson's Garden Book," just published by the American Philosophical Society, Philadelphia ($5).

It's a perfect month to cut back old wood of ramblers and too venerable canes of climbing roses. Tie remaining hardy canes firmly in place.

Survey the storage situation now. Make sure dahlia tubers, gladiolus corms are wrapped or buried in sand or in a safe airy place, as the case may be.

And if you're ever going to clean the tools, do it now. Linseed oil for the handles; steel wool, kerosene, then an oily rag for blades and shanks.

Is the spray tank really clean and dry? Is the duster empty and also dry? In other words, is your year's work done? Then happy hibernation to you.

R. B.

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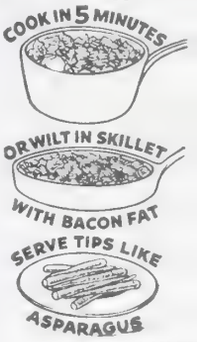


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